

tanya brockenbrough

senior **experiential designer** | creative leader | **brand + event** design

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I'm a senior experiential designer focused on turning complex ideas into clear, cohesive brand experiences across digital, environmental, and print. I build scalable visual systems that support real use, strengthen identity, and create meaningful connection. I'm known for thoughtful craft, calm collaboration, and steady execution in fast-moving work.

core strengths:

direction + strategy

brand systems | art direction | visual identity | design strategy | integrated campaigns

experiential + visual

experiential + environmental design | digital + social creative | scalable visual systems | presentation + print design

leadership + collaboration

creative leadership | cross-functional partnership | stakeholder alignment | project + workflow management

tools:

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)

SketchUp Pro

Microsoft 365

Adobe Workfront

Figma

Wix Studio

Generative AI
(Adobe Firely, ChatGPT, Gemini)

work experience:

2008–2025

PwC US Group LLC—US Creative Team

9/2014–11/2025 | remote

senior experiential designer | **creative events manager**

- Led visual design and creative execution for **enterprise conferences, sponsored events, and national brand experiences** across environmental, digital, and print touchpoints.
- Built **scalable visual systems** that strengthened clarity, consistency, and executive-level brand presence across high-visibility programs.
- Partnered with senior stakeholders and guided agencies from concept through delivery while **mentoring designers and elevating creative workflow, collaboration, and craft**.

3/2008–9/2014 | philadelphia metro market

graphic design manager | **creative advisor**

- Directed regional creative execution supporting **marketing, sales, and business development initiatives** within a complex enterprise environment.
- Delivered **proposals, campaigns, and communications** aligned to firmwide brand governance and strategic messaging.
- Served as a trusted advisor on creative direction and production planning—improving **consistency, efficiency, and cross-team collaboration**.

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working style:

I lead with **calm**, **collaboration**, and **clear communication**, offering thoughtful feedback, steady execution, and strategic perspective that help teams navigate complexity and keep meaningful work moving forward.

other information:

education:

AAS, Visual Communications
(Advertising/Graphic Design)
The Art Institute of Philadelphia

certifications:

Inclusive Mindset (05/2023)
Human-Centered Design (02/2020)

recognition:

PRSA Pepperpot Awards
(American Cancer Society, 2001, 2002,
2003, 2004, 2006)
IHAF In-House Agency of the Year
(PwC, 2021)

affiliation:

University of Pennsylvania—
Upward Bound Program Alumni

2000–2008

American Cancer Society—Pennsylvania Division

3/2006–2/2008 | philadelphia, pa
creative services director

- Oversaw creative production and print management for **650+ annual projects**, supporting statewide programs and fundraising initiatives.
- Strengthened brand consistency **across 65 offices**, while supervising staff, managing vendors, and controlling budgets and schedules.

8/2000–3/2006 | philadelphia, pa
graphic design manager | graphic designer | graphics assistant

- Progressively advanced through creative leadership and production roles supporting **statewide campaigns, publications, and outreach communications**.
- Designed multi-channel materials, produced localized newsletter editions, developed branded templates, and **mentored interns—building a strong operational design foundation**.

earlier experience:

Cella (previously The BOSS Group)

graphic design contractor

- Supported major clients including **Vanguard, AstraZeneca, Philadelphia Metro, and the American Cancer Society**.
- Adapted quickly across industries while maintaining brand consistency

Brandywine Workshop—Center for the Visual Arts

graphics specialist

- Designed exhibition catalogs and publications, created the organization's **first website**, and taught **Photoshop in youth programs**.