

tanya brockenbrough

senior **designer** | creative **leader** | systems-focused **art director**

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Senior design leader bringing clarity, structure, and visual excellence to complex organizations. Known for building scalable design systems, mentoring teams, and serving as a steady, trusted creative voice in high-pressure environments. Brings calm to chaos by aligning stakeholders, simplifying complexity, and delivering high-quality work across multiple channels.

core strengths:

- Creative leadership + mentorship
- Brand systems + visual frameworks
- Design strategy + art direction
- Simplifying complex information
- Cross-functional collaboration
- Stakeholder partnership + influence
- Integrated campaigns + experiences
- Calm, structured problem solving

tools:

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)

SketchUp Pro

Microsoft 365

Adobe Workfront

Figma

Wix Studio

AI Literacy
(GenAI, ChatGPT, Gemini, Pomelli)

work experience:

2008–2025

PwC US Group LLC—US Creative Team

(9/2014–11/2025)

manager, creative events designer

Led visual design for large-scale conferences, sponsored events, and multi-channel brand experiences within a complex, fast-paced enterprise environment.

- Designed and scaled visual systems for national conferences and experiential programs, ensuring consistency across environmental, digital, and branded touchpoints
- Translated complex strategic, regulatory, and business requirements into clear, intuitive visual solutions
- Partnered closely with senior leadership, marketers, and producers to align creative execution with business goals
- Served as a steady creative lead in high-pressure environments, bringing focus, clarity, and structure to evolving project scopes
- Mentored designers, strengthened workflows, and raised craft standards across the team

(3/2008–9/2014)

manager, graphic design advisor | philadelphia metro market

Provided creative leadership and design support for reports, proposals, campaigns, and internal communications.

- Delivered polished, brand-aligned materials across print and digital channels
- Supported firmwide rebrand by introducing simplified brand training and onboarding resources for local teams
- Ensured consistency, quality, and clarity across regional market communications
- Acted as a trusted advisor to stakeholders navigating brand and design standards

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soft skills:

leadership & collaboration:

- mentorship
- team development
- stakeholder influence
- relationship building

communication:

- clear communication
- constructive feedback
- cross-functional alignment
- active listener

creative thinking:

- strategic problem-solving
- concept development
- iterative thinking

work style:

- adaptability
- navigating ambiguity
- calm under pressure
- reliability
- proactive mindset

other information:

education:

AAS, Visual Communications
(Advertising/Graphic Design)

The Art Institute of Philadelphia

recognition:

PRSA Pepperpot Awards
(American Cancer Society, 2001–2006)

IHAF In-House Agency of the Year
(PwC, 2021)

affiliation:

University of Pennsylvania—
Upward Bound Program Alumni

2000–2008

American Cancer Society—Pennsylvania Division, Inc.

(3/2006–2/2008)

creative services director

Led design operations in a mission-driven healthcare organization where clarity, empathy, and consistency were essential.

- Oversaw creative production for 650+ annual projects across statewide programs
- Built and maintained scalable templates and visual standards to streamline production
- Supervised and mentored designers, supporting growth while maintaining quality
- Strengthened brand consistency across multiple offices and initiatives

(8/2000–3/2006)

graphic design manager | graphic designer | graphic assistant

Progressively advanced through design and leadership roles.

- Designed reader-centered publications and statewide materials
- Managed workflows, budgets, and design templates
- Recruited and managed an internship program
- Assumed leadership responsibilities during director absences

additional experience:

Cella (previously The BOSS Group)

graphic design contractor

- Assignments: Vanguard, AstraZeneca, Philadelphia Metro Newspaper, American Cancer Society.
- Adapted quickly across industries while maintaining brand consistency

Brandywine Workshop—Center for the Visual Arts

graphics specialist

- Designed exhibition catalogs and educational materials
- Built and maintained the organization's first website
- Instructed Photoshop courses for youth programs