





*patently*  
**Curious**

*acutely*  
**Dependable**

*resolutely*  
**Passionate**



Hi \_\_\_\_\_  
**I'm Tanya, a Senior  
Creative and Brand  
Strategist. Here's a bit**

Curiosity may have  
killed the cat, but  
the cat had nine lives.  
The more you know the  
better your ideas, and I  
want to know everything.

Get shit done.  
That's what I do.  
Voted most industrious  
by my colleagues and  
not slowing down  
anytime soon.

I care and I care deeply  
— about creating good  
work, inspiring ideas,  
communication, helping  
clients, and learning  
from my colleagues.



# AWARDS

awards won within the last five years  
working on various projects with 3  
companies and multiple distinct teams  
of talented colleagues

## Global Ace Awards //

Paper & Packaging Board, Pack to the Future  
Gold: Trade Show Booth Design/Experience/Campaign 2023

## Webby Award Winner // World Science Festival website

Charitable Organizations  
Non-Profit 2018

## Interactive Media Awards // World Science Festival website

Best in Class, Arts/Culture 2018

## The Drum' Social Purpose Awards // We work for earth, Republic Services

Best in Brand Purpose 2018  
Best Out-of-Home Campaign 2018

## Gold Muse Creative Awards // What is natural? National Museum of Women in the Arts

Outdoor Advertising 2017

## American Alliance of Museums// What is natural? National Museum of Women in the Arts

Museum Publications Design Competition 2016

## B2B Elevation Awards//

Paper & Packaging Board, Pack to the Future  
Gold: Best digital experience initiative

## B2 Awards //

Paper & Packaging Board  
Bronze: Trade Show Experience 2023

Brother Printers  
Silver: Direct Mail; Dimensional Mailer 2021

Covance  
Silver: Display Ad Advertising 2020  
Gold: Lead Generation 2020

We work for earth, Republic Services  
Corporate Communications or Pro Bono Campaign 2019

## Gerety Awards //

Paper & Packaging Board, Pack to the Future  
Bronze: B2B Alternative advertising 2023

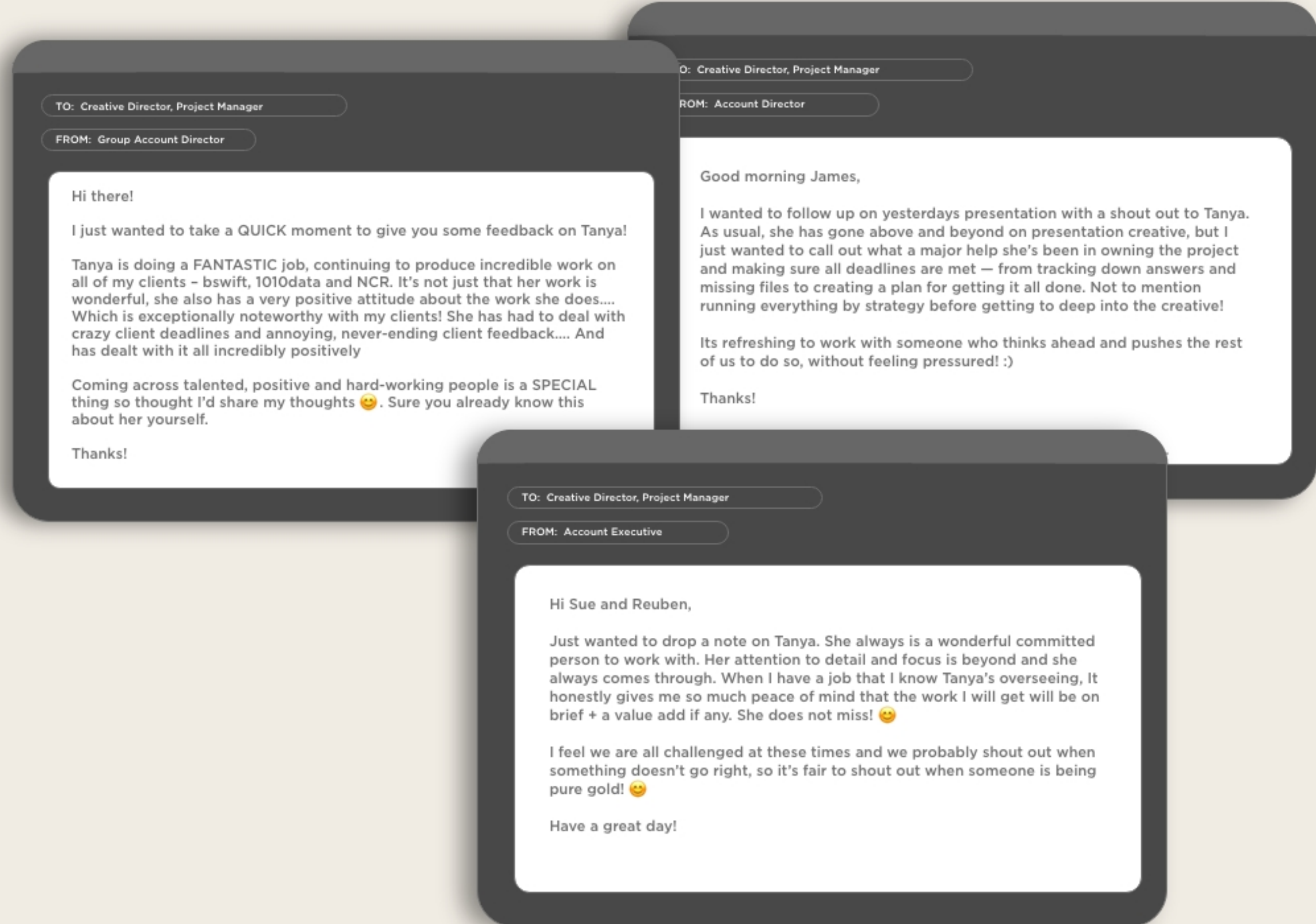




PR  
ALS

## CO-WORKER LOVE

I love working with and learning from talented people. Here's some feedback my coworkers have shared about working with me in the past with my Creative Director(s) and superiors.





## **NUIX**

an Australian technology company that produces a software platform for indexing, searching, analyzing, and extracting knowledge from unstructured data.

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The Nuix platforms' unmatched capabilities had already propelled significant growth for the company. Now, Nuix's challenge was to introduce a holistic brand positioning that enabled C-Suite engagement, the sale of bigger-ticket holistic solutions, and a whole new level of growth.



# 01

## CONCEPT

### Securing the New Information Age

Nuix had transformed its issue-specific solutions into a single platform – but the industry hadn't caught up. Most companies still approached their data with disconnected software. To positively disrupt the market and elevate the brand, we created an idea that rewrote the narrative for the entire industry.

The Nuix Ambassador introduces The New Information Age, defined by new challenges, growing threats, and unimagined opportunities. Moving between cybersecurity scenarios, he shows how Nuix connects the dots and why it's necessary to adopt a holistic solution in today's digital world.



- + Concept Development
- + Art Direction
- + Photography  
Planning/Casting/  
Directing
- + Videography  
Planning/Casting/  
Directing
- + Execution  
Website Design,  
Social, Digital  
Communications,  
Print Assets



## VISUAL NARRATIVE

While competitors focused on talking about the New Information Age's threats, Nuix turned the focus to solutions. We gave the platform a personality: a little bit of a badass — the confident, cool, and always in control Nuix Ambassador who always has a solve.

Using a mixture of natural and artificial light, the drama of data intelligence is brought to life in various scenarios. Placing the focus on the Ambassador poses Nuix as the architect of the solution — whether that's catching a cybercriminal, proving compliance or presenting evidence.



\* Photography by Tom Bear

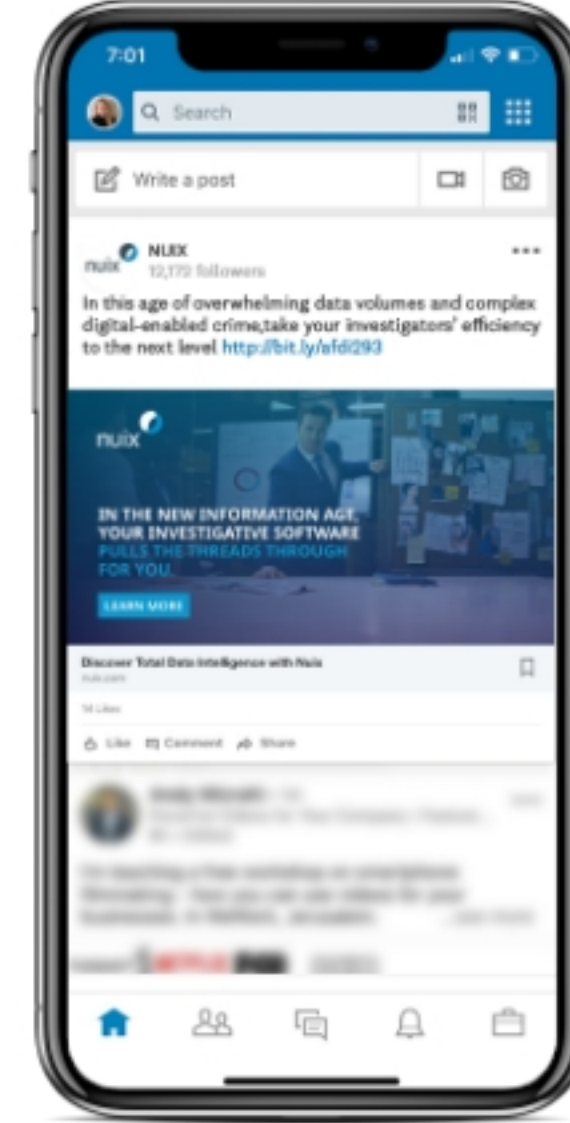




## LAUNCH VIDEO

To positively disrupt the market and elevate the brand, we created a launch video that rewrites the narrative

Watch Now →



social

digital



# RESULTS

The creative allowed us to make data cool, connect with, and educate the audience. The campaign far outperformed expectations, **with response rates more than 3X higher than benchmarks.**

- Landing the largest user conference in Nuix's history
- Building awareness of the Nuix brand by double digits via high-impact awareness tactics while also shifting perceptions from a point-based provider to an integrated provider of Total Data Intelligence solutions
- Delivering 5,700 MQLs and closing 200 net new logos to achieve revenue growth goals
- Delivering marketing sourced net new business revenue totaling 10% of overall company revenue



web



print

\* Co-designed with Katherine Buckner | Stein IAS



## FORJ

Born from the one-million-member professional community HR.com, Virtual Event Plant is an online event platform with ambitious plans.

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With new investors and a new leadership team, VEP needed to reposition, rebrand and relaunch for future growth. With many competitors in the space, entrenched and newcomers, VEP tapped Stein IAS to differentiate and focus its brand positioning – as well as its brand’s visual expression.



# 02

## CONCEPT

### Making Communities Count

To support the rebrand, I created a beautifully crafted visual identity born out of diverse communities coming together for the greater good.

The “Digital Tapestry” design system uses distinct patterns and shapes together to form one recognizable and organized brand – the perfect representation of the diverse but harmonious Forj brand, the people on its team and the community it supports.



- + Concept Development
- + Lead Art Direction
- + Brand Development
- + Strategic Thought Leadership Program Development

1

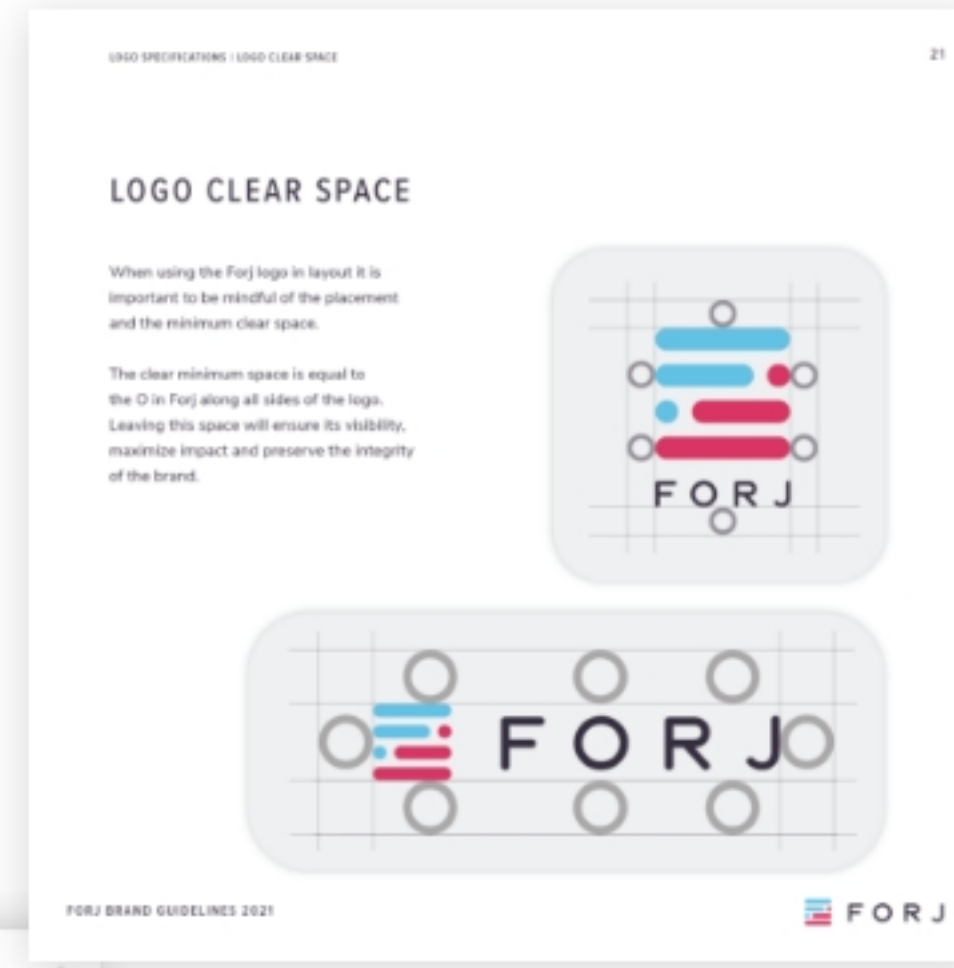


## VISUAL CONCEPT

Based on in-depth research, a strategic foundation was developed to inform the new brand. The research highlighted a powerful opportunity in the space — the crowded, high-growth virtual event platform market is full of competitors selling generic functional benefits to no audience in particular, with no clear, consistent, or motivating higher-order brand purpose.

So, everything we created had to strongly deliver on the brand idea “Making Communities Count.” Accordingly, while developing the brand, I made sure everything was in alignment.

The logo represents messaging bubbles between individuals, signifying open conversation as well as 2 inverted F’s. The bold, bright colors reflect the voices of the community. Additionally, the distinct patterns making up the tapestry are used to represent the diverse individuals the platform was created for. This diversity is further represented in the photography and the innately flexible nature of the brand.



...within our history, in order to weave a brand story.

...and making a positive impact. We started with virtual events, content and community. We saw an opportunity to help associations and other professional organizations improve their Member Experience, so we branched out and created Forj, joined by proven technology innovators from successful SaaS companies, the new Forj team faces community understanding with leading edge technology expertise.

We wanted our name to reflect our commitment to our clients' professional communities and their positive impact on the world. We chose the name 'Forj' because we believe in the value of forging relationships and strengthening bonds in communities. We do this by powering better member experience. In our efforts, we make communities count.



# RESULTS

The rebrand won a Drum B2B Award for Best B2B Rebrand in 2022, the client, key stakeholders and the audience were all very excited and the numbers reflect that!

- Bookings are up 52%
- 17% increase in referrals to the site from social media
- 62% increase in leads from web sources (paid search, organic search, direct traffic)
- Audience size on all social platforms increased by 50%
- Interactions on all social platforms increased by 82%



# PAPER AND PACKAGING BOARD

The Paper and Packaging Board is a national consumer marketing campaign from U.S. manufacturers and importers of paper including packaging.

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With the goal of creating a more sustainable world, the Paper and Packaging Board launched its residential recycling program Box to Nature at Pack Expo 2022. Stein IAS brought the initiative to life using some 'out of the box' thinking, and creating a virtual reality experience that impressed, engaged and inspired everyone.



# 03

## CONCEPT

### Pack to the Future

Inspired by the central theme – “Pack to the Future,” we created a multi-dimensional experience using cardboard and AI.

At the center of the experience was a life-size DeLorean made entirely out of corrugated cardboard (the car and the whole booth were fully recyclable). The car was a “time machine” that – through a virtual reality experience developed for the event – presented a vision of a sustainable future that the packaging industry can help bring about by participating in the program.



+ Concept Development

+ Lead Art Direction

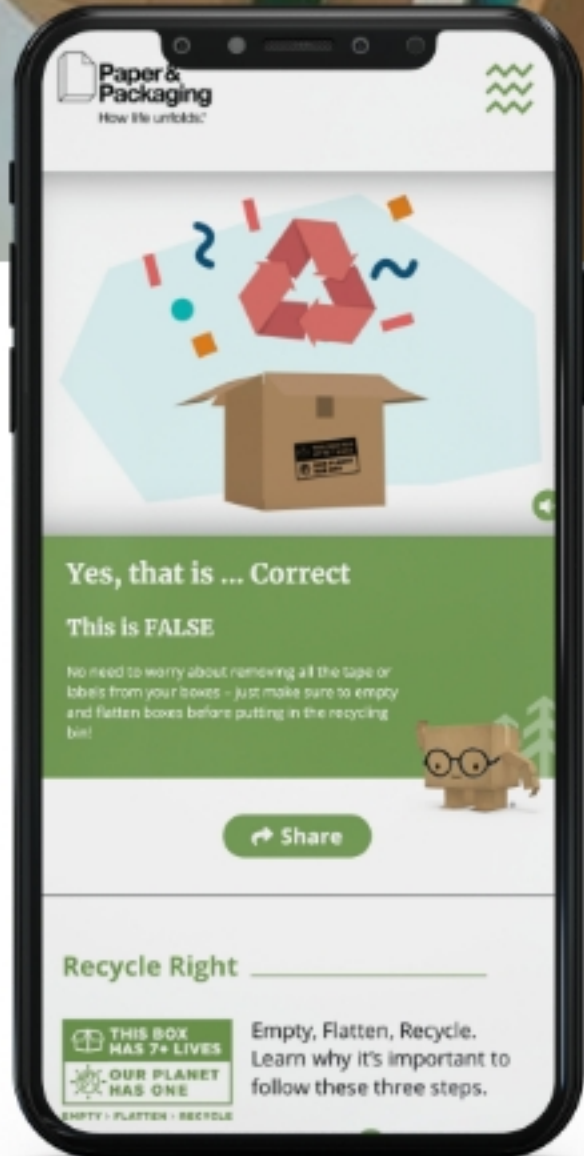
+ Execution

Branding,  
Print, Digital,  
Tradeshow  
Booth

+ Production

Print and Outdoor  
Mechanicals





SCAN TO LEARN MORE



## VISUAL CONCEPT

The development of the visual platform for the award winning trade show started with the inception of Box to Nature — a simple mark applied directly to the boxes consumers receive their packages in daily. The mark includes instructions for recycling and a QR code that takes you to a landing page with an interactive game and more information about the program.

I developed the original Box to Nature logo mark designed to fit with the modern feel of P+PB, the landing page and then went on to build and design the entire booth experience. From mapping out stations to the graphics to the sizing. Working through several challenges thrown our way from the trade show organization, the DeLorean manufacturing partners and the storyline of the VR element.

Watch Now →

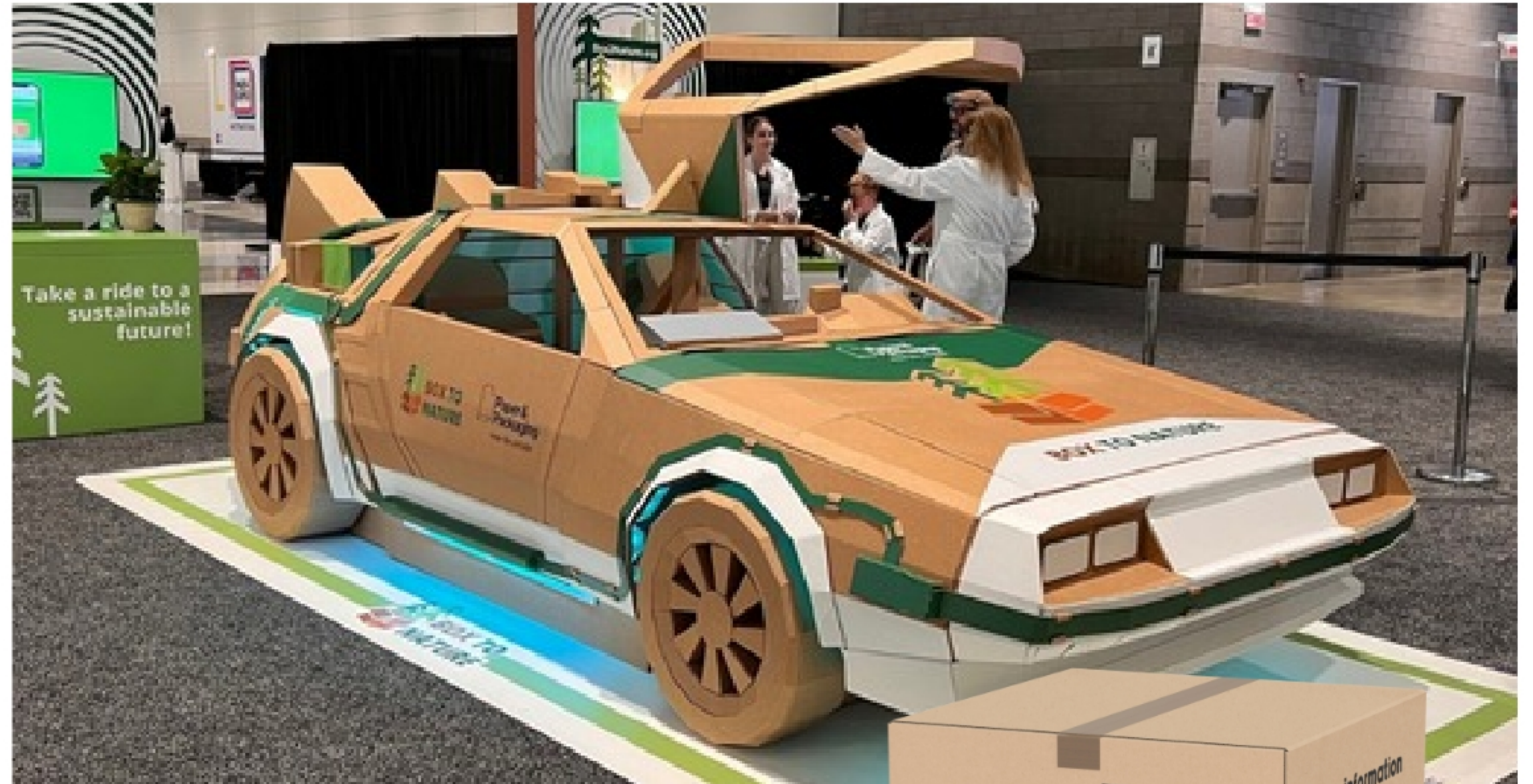


## RESULTS

The never-before-seen experience super-charged visitor engagement, ensuring that the Paper and Packaging Board's key messages about the recyclability of corrugated cardboard boxes came through clearly at the expo, which is the packaging industry's largest trade show.

The event campaign was the talk of PACK EXPO 2022. More than 600 companies engaged with the trade show experience, helping to create significant momentum for the Box to Nature program and put the Paper and Packaging Board at the center of the industry's sustainability dialogue. The Box to Nature program's educational mark appeared on more than 2MM boxes by the end of 2022. Today that number has reached 11.5MM! Compare that to the 15 years it took the 3 arrow recycling symbol to make it onto a couple million.

[Watch Now →](#)



The Box to Nature mark has appeared on more than 11.5MM boxes!





# NATIONAL MUSEUM OF WOMEN IN THE ARTS

located in Washington, D.C., “the only major museum in the world solely dedicated” to celebrating women’s achievements in the visual, performing, and literary arts.

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The National Museum of Women in the Arts (NMWA) was founded 35 years ago on the visionary idea that there should be a national museum dedicated to women in the arts. While NMWA has built up their collections, mounted important exhibitions, and consistently created excellent programming, the last 35 years have seen monumental changes in the museum world. NMWA came to us with the need to stay relevant and carry forward their mission. We were presented with the challenge of promoting two relatively small exhibitions through a single advertising campaign.



# 04

## CONCEPT

### What is Natural?

We started by establishing a common theme between the two exhibitions: exploring the natural world.

We then made a clear choice of whom we could most effectively target in the marketing campaign.

These decisions allowed us to land on a simple but engaging question as a headline that introduced the meaning and value of both exhibitions while activating curiosity on the part of our intended marketing target with an arresting question: What is Natural?



+ Concept Development

+ Lead Art Direction

+ Execution

Print, Digital, Outdoor Advertising

+ Production

Print and Outdoor Mechanicals



FANCIFUL and FRIGHTFUL works by WOMEN you need to know.

SUPER NATURAL & ORGANIC MATTERS—WOMEN TO WATCH 2015

#Super\_Natural #Women2Watch

JUNE 5–SEPTEMBER 13, 2015

1250 New York Avenue, NW, Washington, DC | nmwa.org

NATIONAL MUSEUM of WOMEN in the ARTS



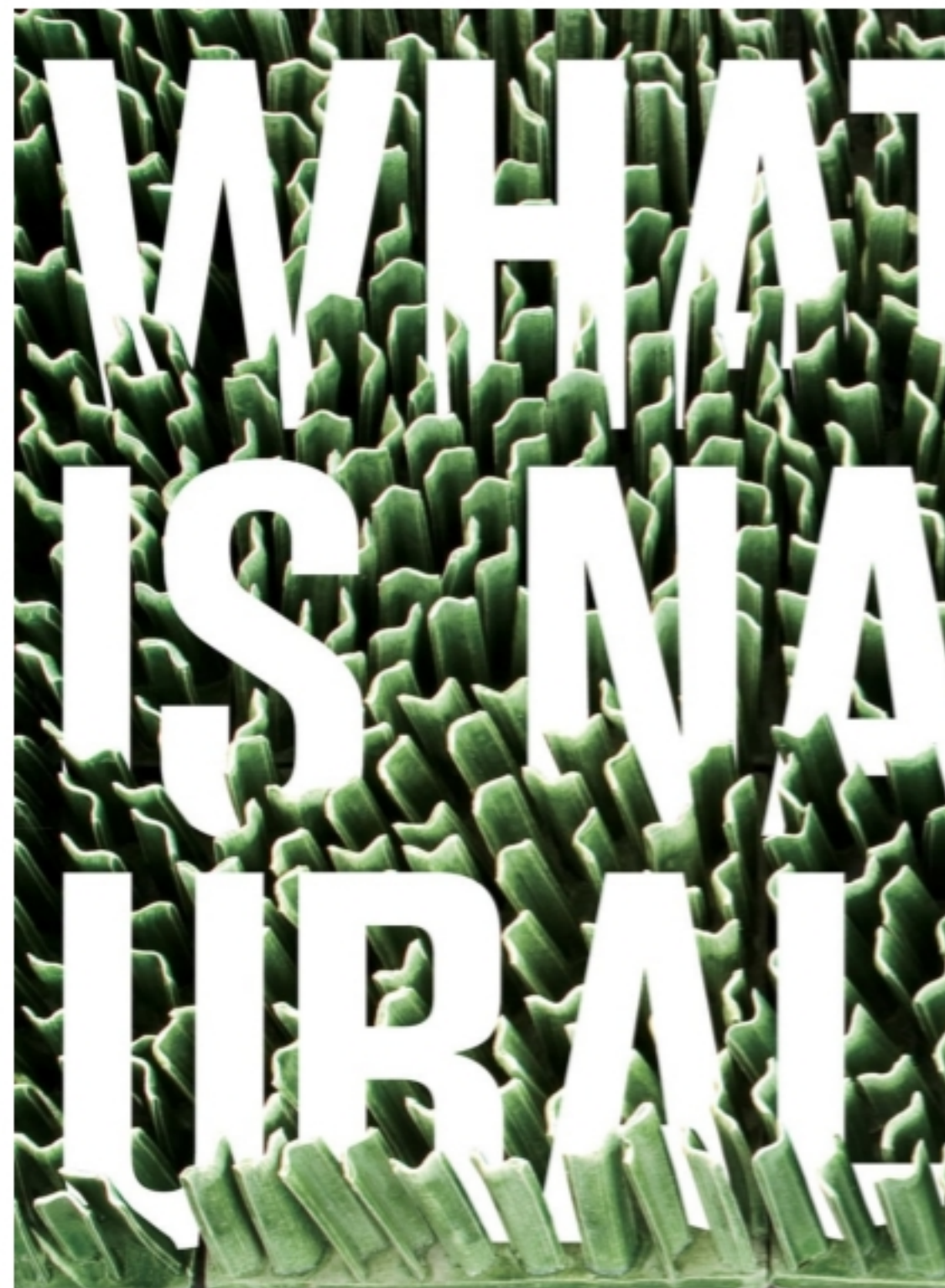
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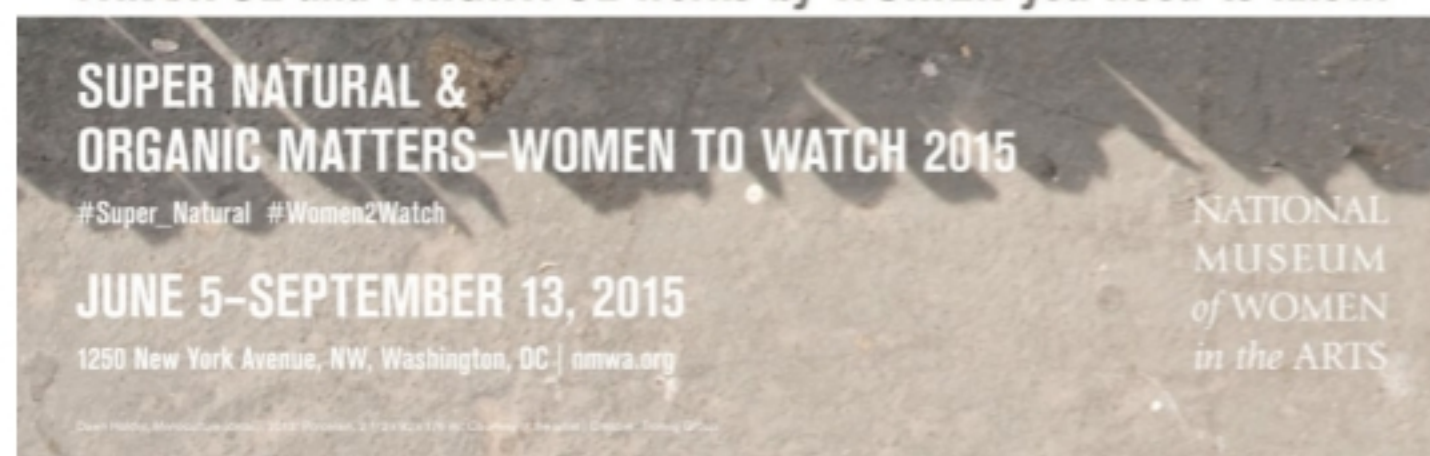
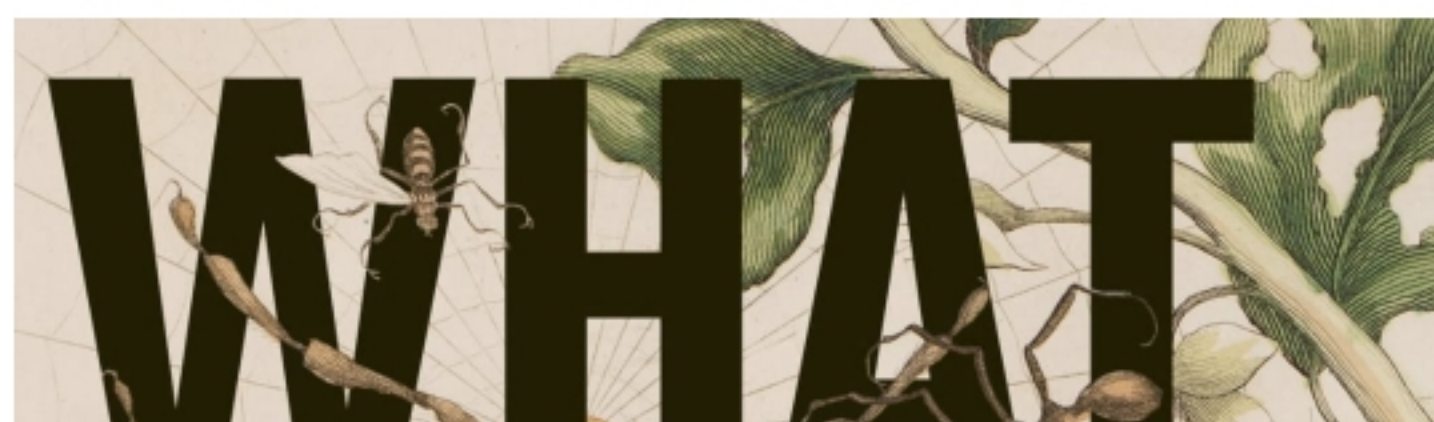
1250 New York Avenue, NW, Washington, DC | nmwa.org

NATIONAL MUSEUM of WOMEN in the ARTS

## VISUAL CONCEPT

Strategically using the copy to lead the creative and the imagery as a backdrop allowed us to focus the exhibition advertising on a conceptual level, rather than highlighting individual works, none of which could have fully represented the diversity of these exhibitions. Choosing to have the text interact with the imagery allowed us to nod to the art's three-dimensional nature in the exhibitions.

In other words, we honed in on 'why the target audience would attend'— that being, exploring modern concepts, instead of the "what are we showing," (specific artists or artworks) such an advertisement might have drawn those who liked that particular artist to the exhibition; but, it would not have served to represent the actual value or scope of the two exhibitions together.





## RESULTS

The What Is Natural campaign got particular attention in the context of a generally staid DC museum-advertising landscape, drawing significant attendance despite a very modest media buy.

**Survey data showed the advertising as a key factor driving attendance.**





# WORLD SCIENCE FESTIVAL

an annual festival produced by the World Science Foundation, whose mission is to cultivate a general public informed by science, inspired by its wonder, convinced of its value, and prepared to engage with its implications for the future.

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The World Science Festival gathers great minds in science and the arts to produce live and digital content that allows a broad general audience to engage with scientific discoveries. Over the past ten festivals, the festival has drawn over two million visitors — what they needed now was to make it accessible to millions more viewing programs online.

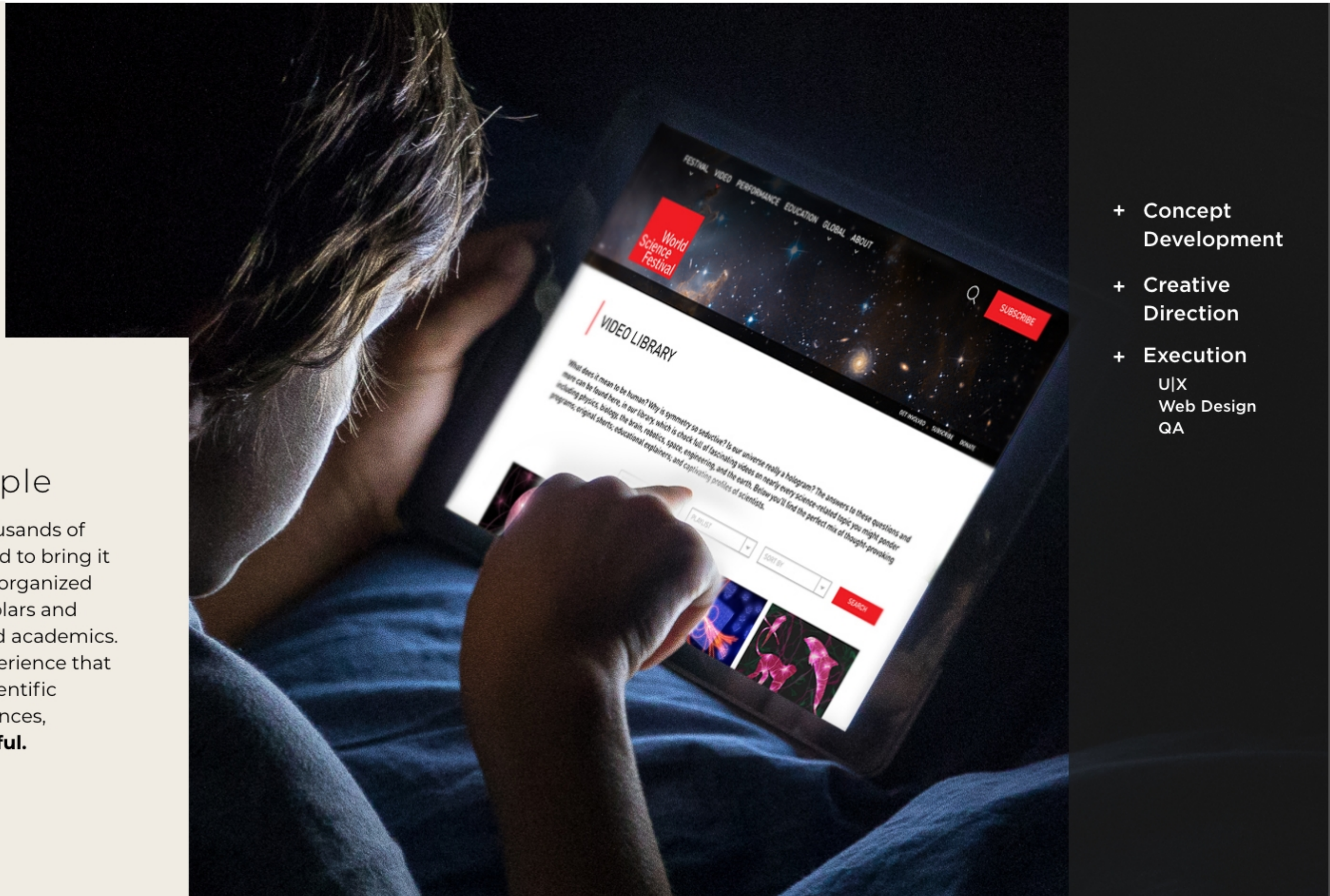


# 05

## CONCEPT

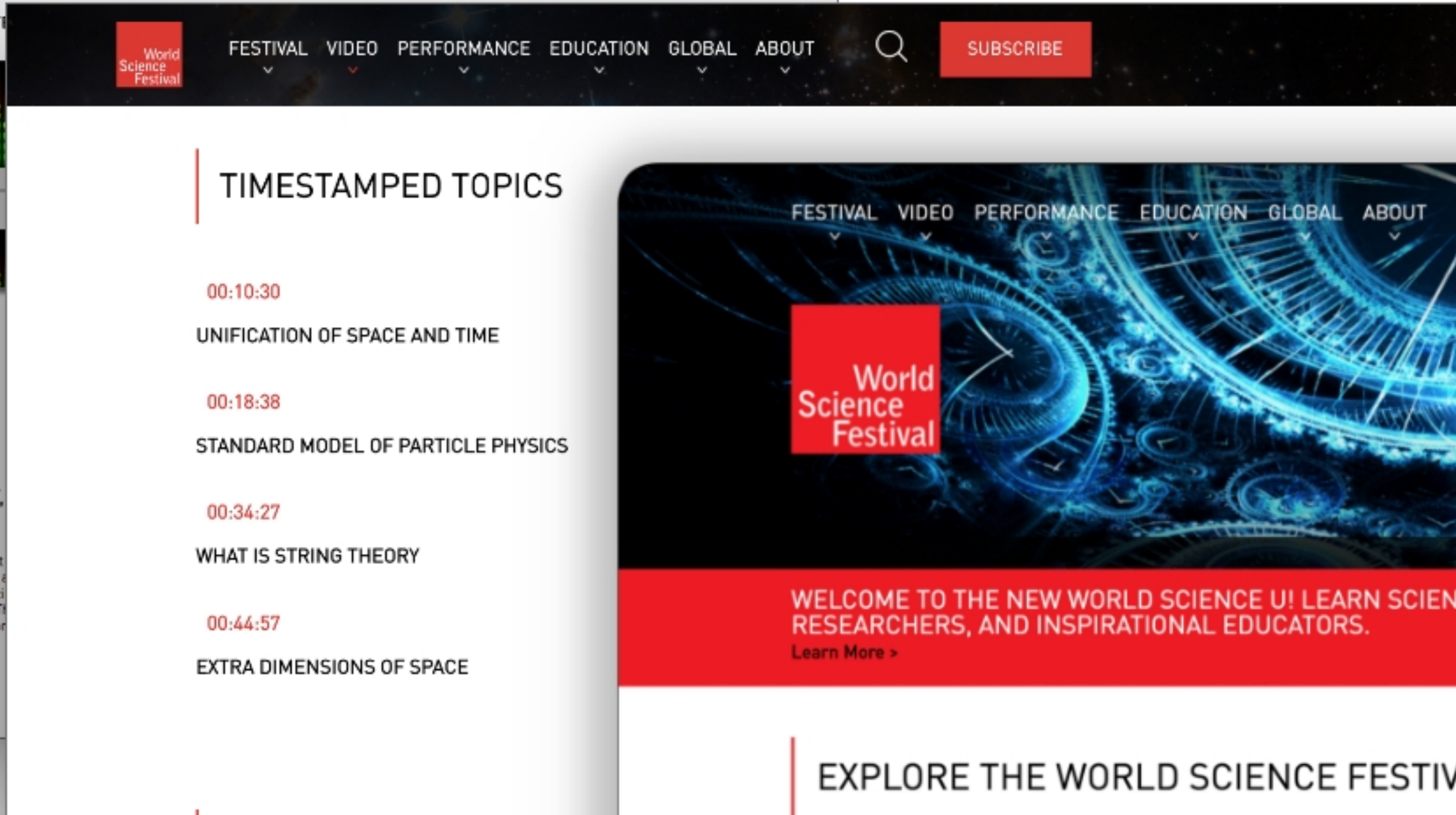
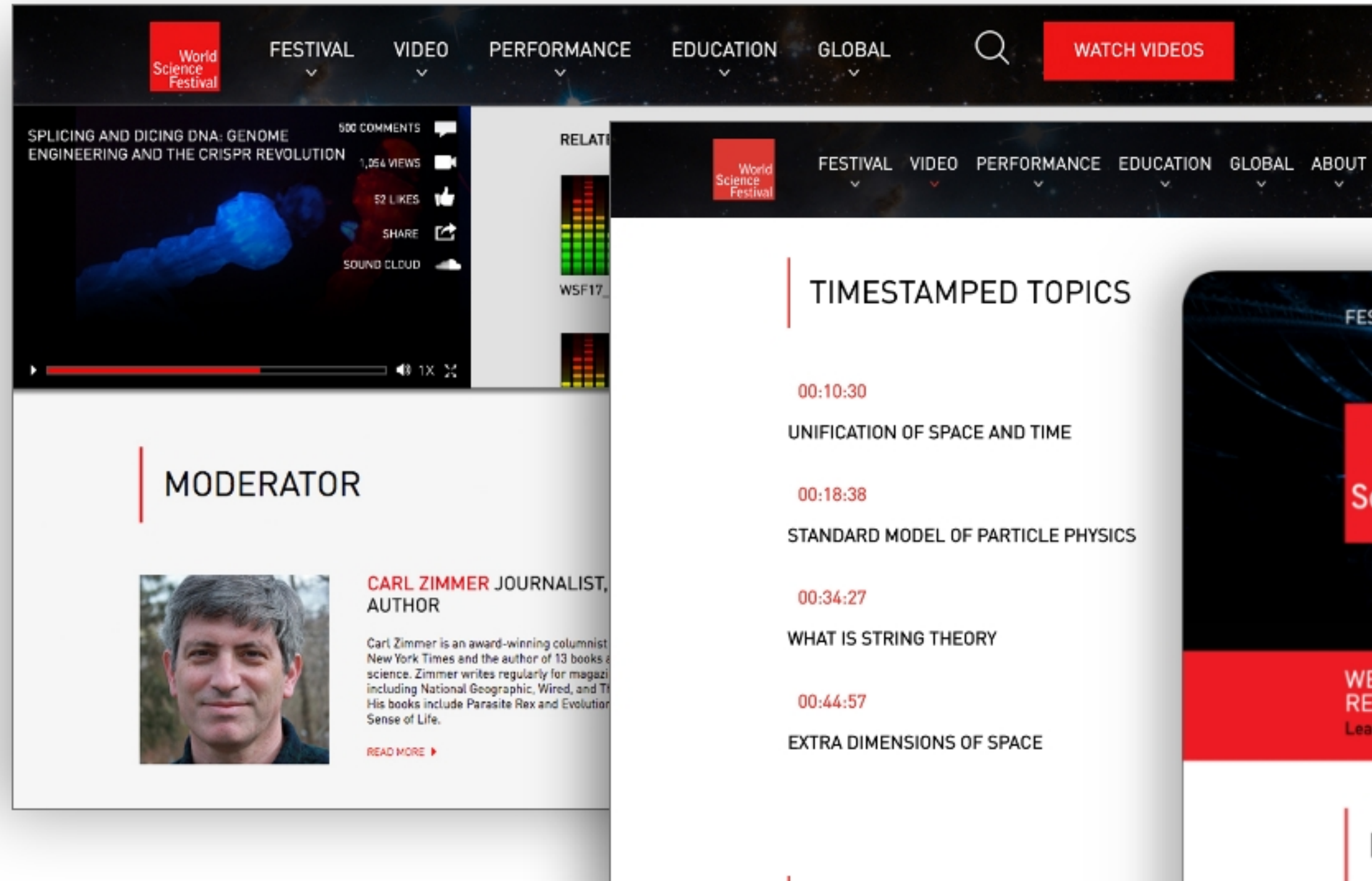
### Science for the People

The World Science Festival had thousands of programs archived, and they needed to bring it to the people. It needed to be both organized and whimsical, attracting both scholars and enthusiasts, useable by children and academics. All designed with a simple user experience that allowed you to filter for complex scientific theories and entertaining performances, generate revenue — **and be beautiful.**



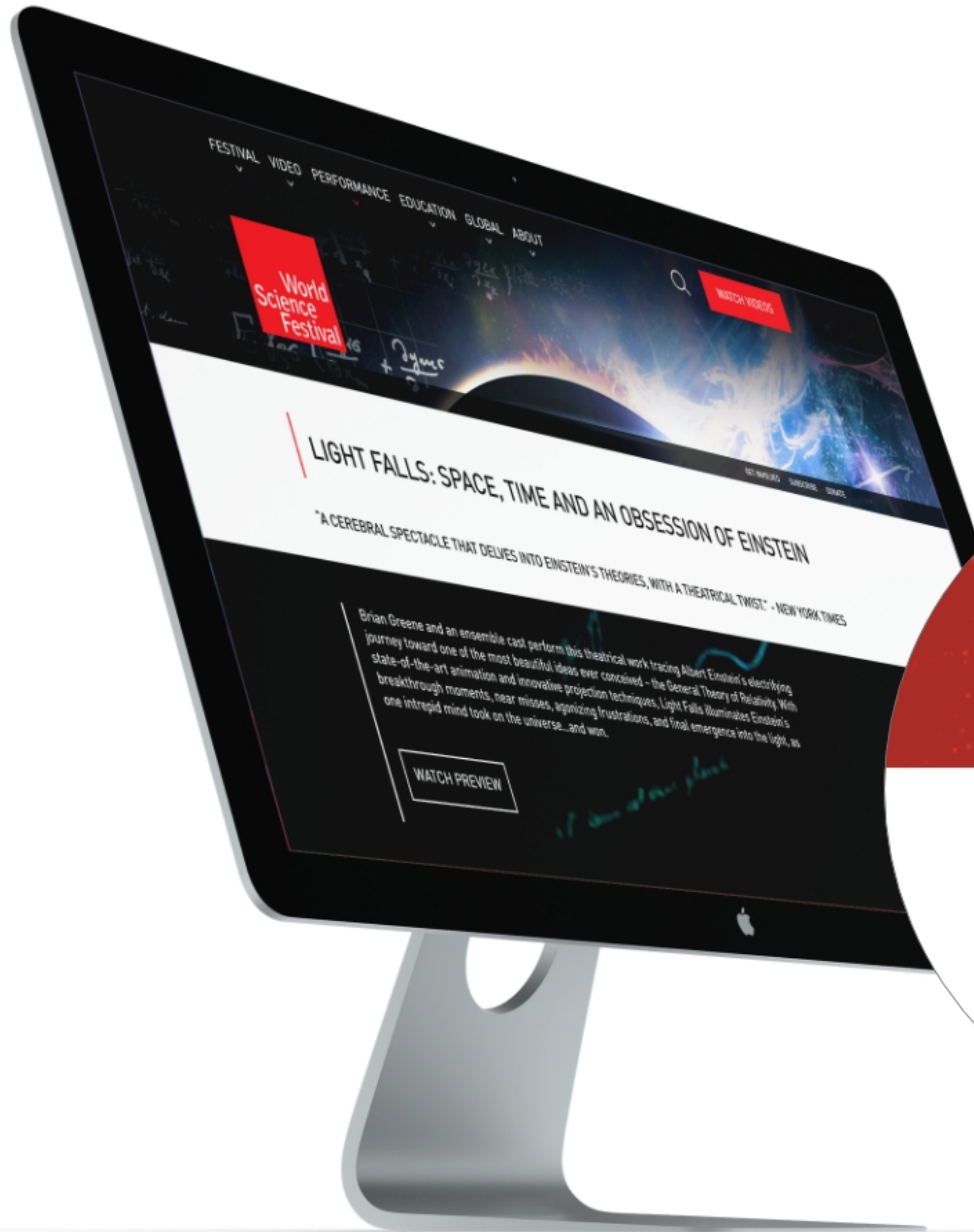
- + Concept Development
- + Creative Direction
- + Execution
  - UIX
  - Web Design
  - QA





## U/X CONCEPT

The iconic World Science Festival logo inspired a simple but well-thought-out user experience with clean lines. The user experience is intentionally easy to navigate, highly accessible, and ADA compliant, an attribute becoming more important every day. Time-stamped topics and the ability to keep watching videos in the navigation bar while scrolling, were just some of the design features.



## RESULTS

Since launch, over 1 million people have accessed the World Science Festival site — scientists, artists, students, and teachers have used it to gain insight into complex scientific ideas. Bringing WSF to the forefront in digital access and design and user experience in the non-profit sector.

The website won a Webby Award in 2018.

### VOLUNTEER

If you're a scientist, science teacher, or artist, we're looking for you to help us bring an exhibit at City of Science to life.

EMAIL US

### PHOTO GALLERY





## COVANCE

A global contract research organization and drug development services company has helped bring all of the top 50 best-selling drugs to market.

---

The world of drug development is changing. Blockbusters are gone. Niche and personalized medicines are the focus, agile biotech is rising — we must get to market faster, for less. Covance had already realized this in their offering, but this wasn't translating in their communications to clients and leads specifically in the clinical trials sector. We needed to come up with a way to relaunch the offering and increase leads within a fiscal quarter.



06

## CONCEPT

### Ingenuity4

For drug development leader Covance, we rebranded its underperforming clinical trials offering, launching the Ingenuity4 brand and activated it across multiple channels. The award-winning campaign features a hub site that dynamically personalizes the entire site experience based on a user's persona and buyer journey stage. The integrated campaign has delivered a pipeline, including a third of the top 100 pharma/biotech firms – valued at millions of dollars in revenue opportunity. Based on the ever-evolving and transforming nature of the current drug development landscape — we rebranded to stand out and make an impact.

# Care and compassion have been remade

Trust Ingenuity4 the Remaking.



- + Concept Development
- + Creative Direction
- + Execution  
Print, Digital, Experience Design

COVANCE

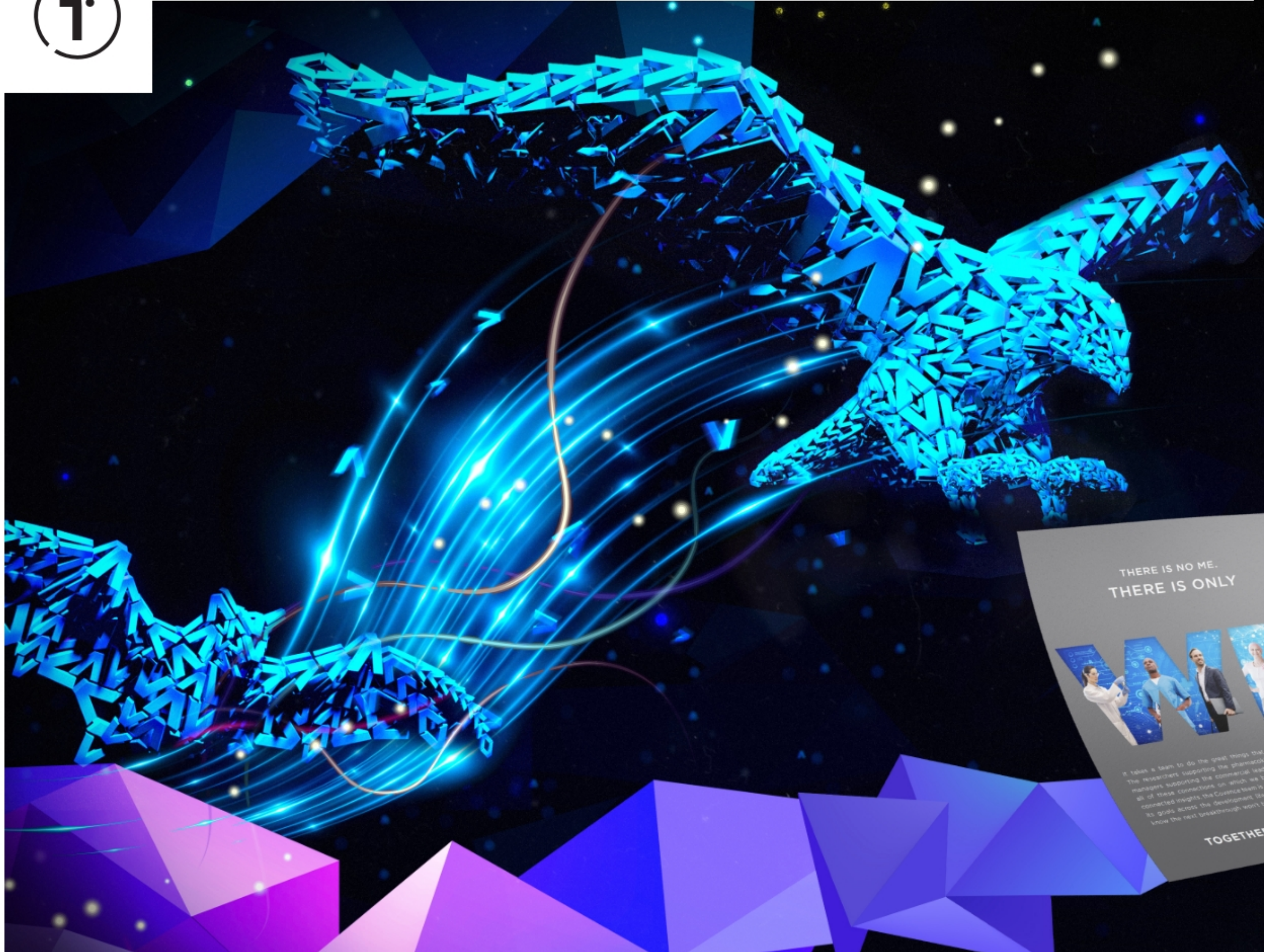


## VISUAL CONCEPT

Using the strong V shape in the Covance logo, we wanted to find a way to tell the story of transformation — while staying far away from typical imagery seen in the crowded pharmaceutical sector.

We intentionally chose a dark background with a bright blue that still felt associated with healthcare & pharmaceuticals, but that would set Covance apart from their competitors.

We also chose to represent the transformations happening in the drug development world through metaphors — in an effort to make beautiful but easily recognizable ideas.



# RESULTS

Covance now has proper campaign attribution and can prove the values of thier campaigns. **And the numbers show this value. With a 93% ROI increase year-over-year, \$2.2 Billion rise in opportunity value creation, and 30% more leads.**

Additionally, as COVID-19 took hold, Covance and we saw the need to pivot. In weeks, we launched the most important campaign in Covance's history: 'We.' The campaign is a call to action to all the players in the life sciences sector to work together to accelerate the development of the COVID-19 vaccine – with the knowledge that a breakthrough won't be about 'you' or 'me,' but rather 'we.'





## **IQVIA**

a \$7.8bn global provider of information, innovative technology solutions and, contract research services to help healthcare clients find better solutions for their patients.

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In 2016, Quintiles and IMS Health formed QuintilesIMS – About a year later, they decided to completely rebrand as IQVIA. The challenge was the monumental responsibility of creating the global launch campaign for the new IQVIA brand and generating rapid and massive awareness and engagement – all on an extremely aggressive timeline. At the same time, we needed to educate, enable, and empower IQVIA's 55,000-person workforce to embrace the new brand in their external communications.



# 07

## CONCEPT

### VIA Human Data Science

IQVIA wanted to define a new industry sector: Human Data Science. The concept "VIA Human Data Science." strategically took a part of the brand name and sector name and aligned it with empowering customers to get from "could we?" to "we did it." The campaign brings to life the potential of using data and science to find better solutions for humans.



- + Concept Development
- + Art Direction
- + Execution  
Print, Digital,  
Experience Design

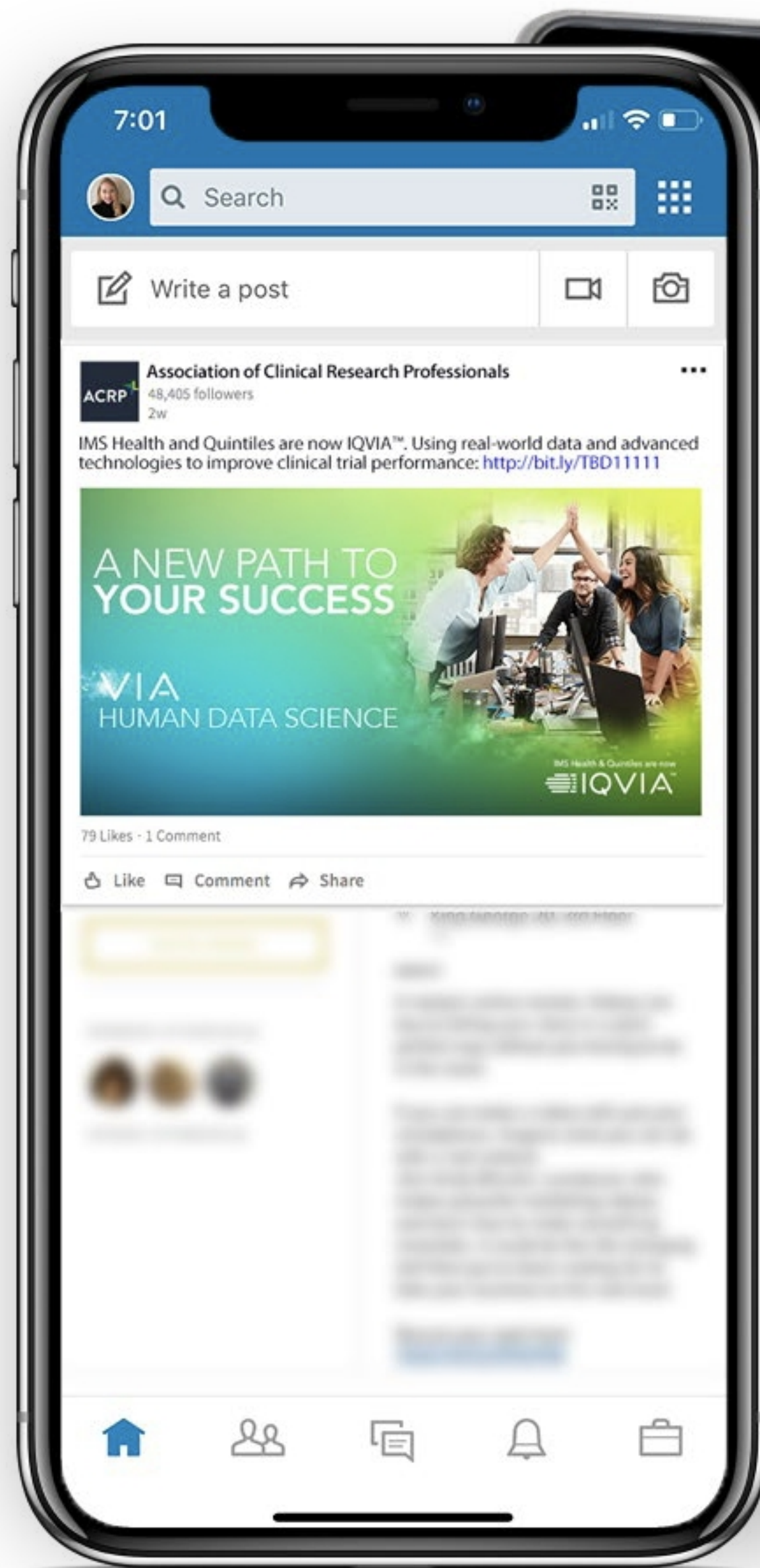




## VISUAL CONCEPT

By iconically and visually leveraging the company's new brand name in the advertising, and aligning Human Data Science with providing solutions that enable customers to drive healthcare forward, we created striking visuals that stood out in the space.

Simultaneously, we successfully introduced the public to a new sector in the health information technology and clinical research industries.



## RESULTS

The launch campaign over-performed on critical reach and engagement metrics across the board. Impressively, we achieved a 10.7% brand lift in 6 months.

Interactions have exceeded all expectations and shattered industry benchmarks: 65 million digital impressions; 2.5 million website sessions with 43,950 campaign engagements with 3+ page views per session; .59% digital response rate (nearly 12X industry average); 4.56% search response rate; .76% LinkedIn response rate.



## GRE

The Graduate Record Examinations is a standardized test that is an admissions requirement for many graduate schools in the United States and Canada and a few other countries. The GRE is owned and administered by Educational Testing Service (ETS).

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The GRE Program faced the challenge of capturing student attention and trust while aligning with University program goals without snubbing them.

Among test takers, there's a generally unfavorable view of testing— Test takers often undervalue GRE® scores, unaware of the impact on their applications and future opportunities. Simultaneously, universities, aiming to diversify applicants and objectively assess readiness for graduate work, make GRE scores optional, inadvertently having the opposite effect.



08

## CONCEPT

### 'Questionable Choice'

The "Questionable Choice" campaign highlights relatable fails we've all made, contrasting them with the unquestionable choice of taking the GRE or requiring GRE scores for holistic admissions. The creative concept resonated across B2B and B2C and was executed via a fully integrated campaign.

Questionable  
choice  
#49



- + Concept Development
- + Art Direction
- + Execution
  - Advertising
  - Social
  - Print



**Questionable choice #49**

*Giving two chemicals a mix just for kicks.*

**Taking the GRE® General Test? An excellent choice.**

The GRE General Test can help you get a great reaction to your grad school application. Make the right choice and register today.

ETS GRE

**Questionable choice #77**

*Asking an engineering professor to develop the perfect admissions rubric.*

**Including the GRE® General Test? An excellent choice.**

No admissions process is perfect, but GRE scores can help bring more objectivity to it. Discover how the GRE General Test adds a unique perspective to your decision-making.

ETS GRE

**Questionable choice #77**

*Comparing all of your engineering applicants to your star pupil.*

**Including the GRE® General Test? An excellent choice.**

No admissions process is perfect, but GRE scores can help bring more objectivity to it. Discover how the GRE General Test adds a unique perspective to your decision-making.

ETS GRE

**Questionable choice #26**

*Forgetting to make an admissions "formula" holistic.*

**Including the GRE® General Test? An excellent choice.**

Not everything belongs in a holistic admissions process, but GRE scores certainly do. Learn how the GRE General Test helps round out your admissions process today.

ETS GRE

**Questionable choice #32**

*Finishing your engineering calculations with two hours' sleep.*

**Taking the GRE® General Test? An excellent choice.**

Not everything belongs in a holistic admissions process, but GRE scores certainly do. Learn how the GRE General Test helps round out your admissions process today.

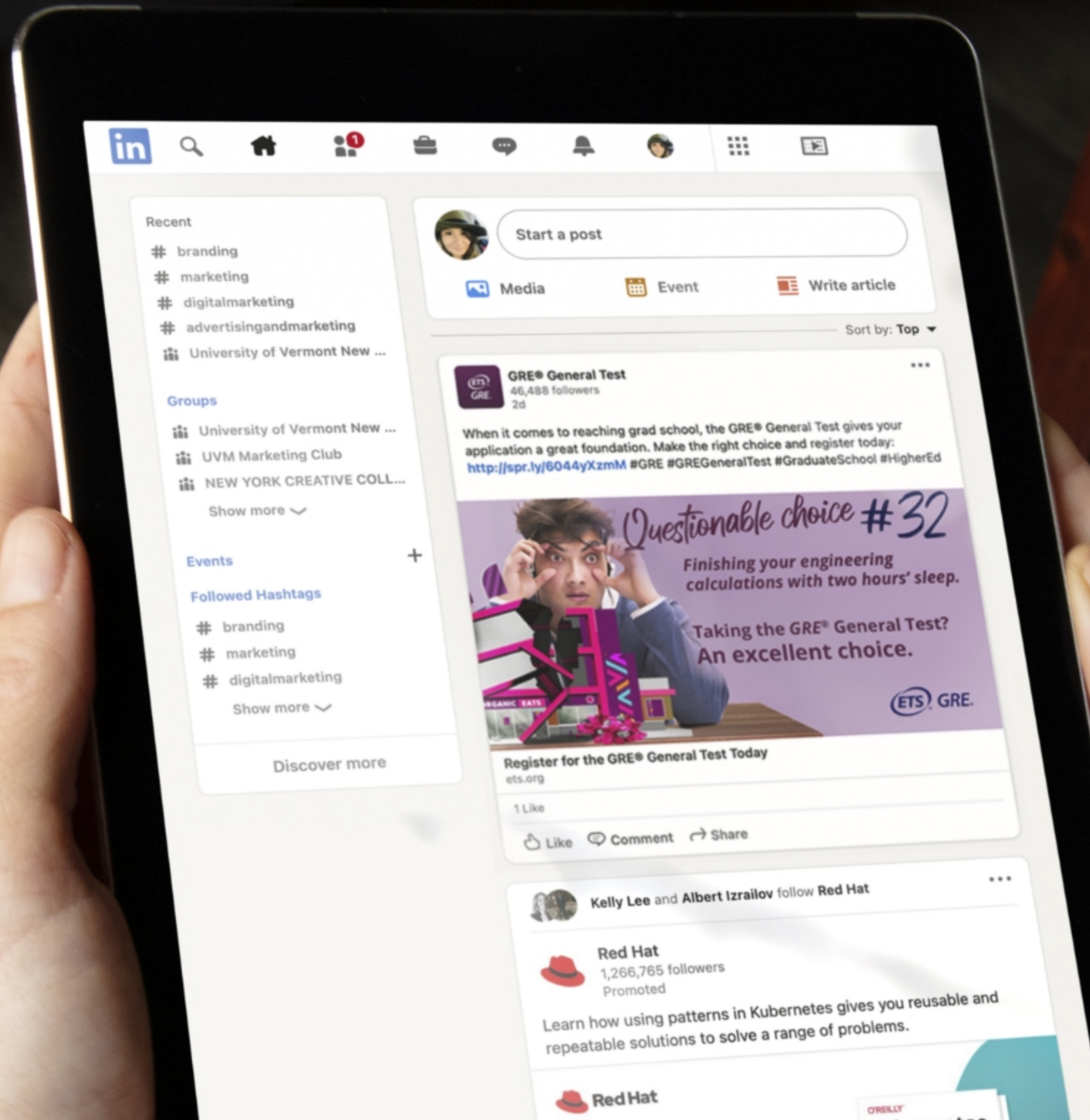
ETS GRE

## VISUAL CONCEPT

From mixing chemicals together just for kicks, to finishing engineering calculations on two hours of sleep, to forgetting to make an admissions formula holistic... the scenarios spanned everyday "fails" for graduate students and programs, aligning the GRE General Test with being an excellent one.

The campaign extended over social, web, print and included :15 second pre-roll spots — watch below!

[Watch Video →](#)



## RESULTS

I was the creative lead for GRE's B2B sector for nearly 5 years. After pitching and winning the B2C business, the 'Questionable Choices' campaign seriously outperformed any campaign in the GRE Program's history.

Significantly, we leveraged LinkedIn to gain nearly 25K more impressions, achieve over 2X CTR and encourage 2240+ registrations – that's 2081 more than the previous campaign. Paid search CTR was also elevated from 2.63% to 15.83%!

Cementing the agency as the B2B and B2C AOR for GRE going forward.



MO

RE

+

## ADDITIONAL WORK

Some additional work worth mentioning demonstrating proficiency in print, outdoor, dimensional mailers, digital, and experience design.

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Without including (yet) another case study, here is a collection of additional work I'm proud to have been involved with.

Some well-designed ideas are short-lived one-offs without a huge story to tell but still deserve a chance to shine — they're in here too.

Some ideas never see the light of day, but here's to thinking outside the box and having a chance to dig up those old concepts.

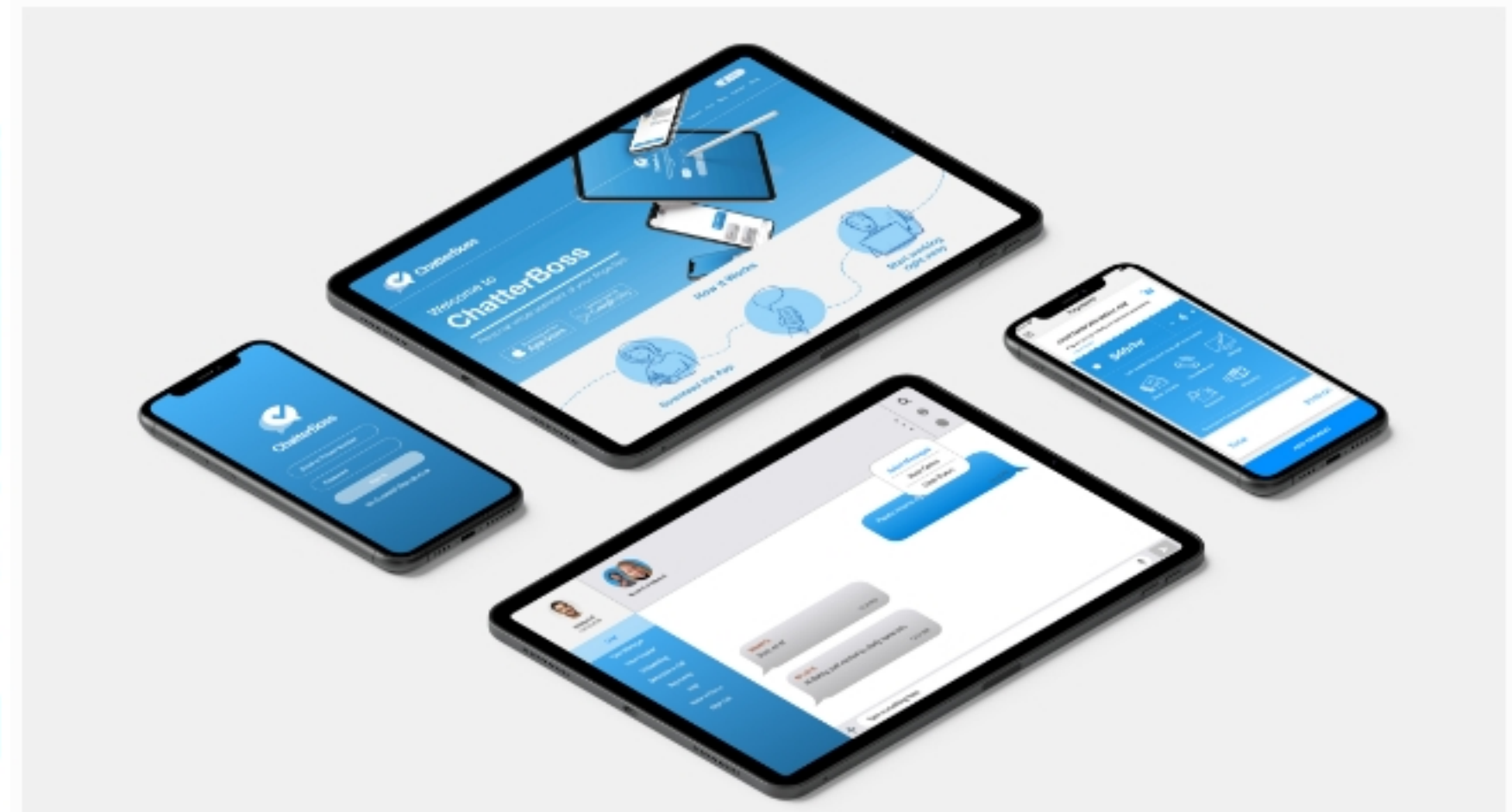


# MOBILE

# REAL

## DIGITAL

Meeting your audience where they are means experience in websites, web/mobile apps, and mobile content - including landing pages, banners, and interactive experiences.



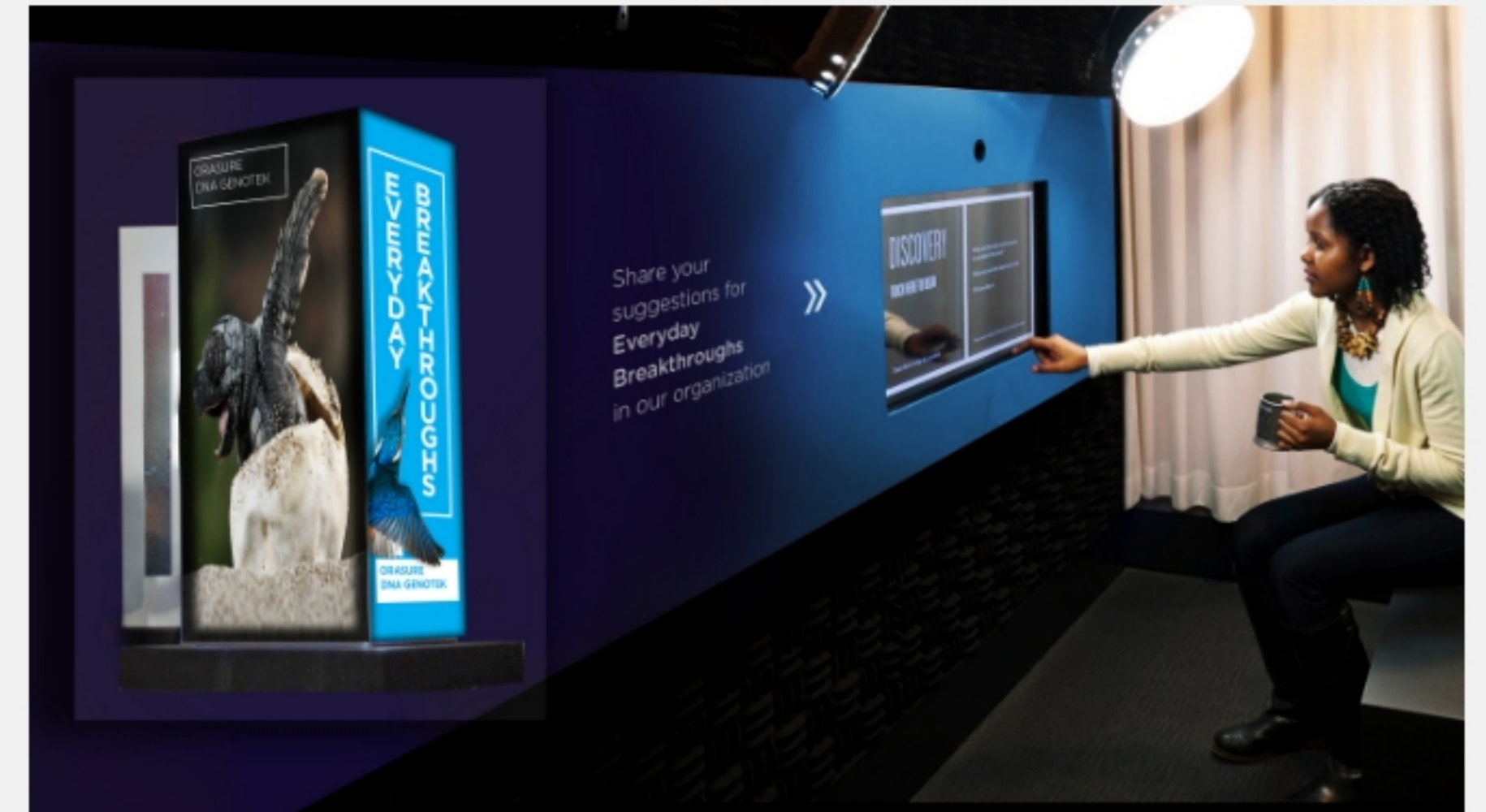




# MO RE

## EXPERIENCE

Brand experiences are impactful and memorable ways for companies to truly connect with their audience in a tactile and emotional way.





# MO RE

## CONCEPT ADLOBS

Some additional concepts developed for pitches or client briefs.

I'm in early for a call with an IT genius that's building his business from the ground up. Landing this sale would fast-track me to OD rep - and it's not going to be easy. I know he's going to push back. He'll ask plenty of questions. And he'll try to get more than he wants to give. But you know?

**LISA LUBOW**  
—Tech entrepreneur 2013

*Bring it on.*

The toughest job deserves the strongest content.  
Sales Central

Sales Central

TEACH AT THE SPEED OF DELIGHT

The way we unite experience, technology and ambition to advance education would even amaze Einstein. With IMS Global, unbelievable is standard.

IMS GLOBAL

► Propel your wealth management strategies to the next level.

EVOLVE TO OPPORTUNITY WITH EVOLVED TOOLS AND DATA FROM MSCI.

MSCI

A transformation in clinical trials is finally here. You've reached the Covantage Point.

You've heard the promises. Data is going to transform how you get your drugs to market. Covance is finally delivering. Using our robust, proprietary data and deep ingenuity, Covance can provide you with the better insights into your sites and investigators, smarter recruitment, and a more empowering experience for patients. Welcome to the change you've been wanting. Welcome to the Covantage Point.

Experience It with a free protocol evaluation at [Covance.com/CovantagePoint](https://Covance.com/CovantagePoint)

COVANCE



# MO RE

## OUTDOOR

Large format, out-of-home advertising requires the creative lead to think about the environment, the audience, and the speed at which they will be interacting with the advertisements.





# WORKS PRINT

A collection of brochures, tri-folds, posters, and marketing print materials, I have designed or led the creative on.





# MO RE PHOTOGRAPHY

Some of the creative results from photoshoots I helped plan, direct, and manage.

