

Seth Pearsoll

Creative Director | Experiential + Environmental Design

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Executive Summary

Creative Director with 15+ years of experience leading immersive, public-facing experiences at the intersection of design, culture, and storytelling. Known for shaping large-scale environments that balance strategic clarity with aesthetic ambition, I lead multidisciplinary teams through concept, execution, and refinement. I specialize in turning abstract ideas into experiences that move people—whether through horticultural spectacle, branded activations, or site-specific storytelling. Equally comfortable managing creatives, contractors, and C-suite stakeholders, I bring vision to life through process, precision, and purpose.

Core Skills & Competencies

- Creative & Art Direction
 - Environmental / Experiential Design
 - Team Leadership & Stakeholder Alignment
 - Concept Development & Narrative Strategy
 - Brand Activation & Public Engagement
 - Strategic Planning & Budget Oversight
 - Brief Writing & Creative Communication
 - Meeting Facilitation & Cross-Functional Collaboration
 - Ambiguity Reduction & Problem Framing
 - Project Management & Workflow Design
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Professional Experience

Vice President, Creative Director

Pennsylvania Horticultural Society | 2023–Present (Creative Director since 2013)

Philadelphia, PA

- Lead the creative and exhibition vision for the Philadelphia Flower Show—the largest horticultural event in the U.S., drawing over 250,000 attendees annually
- Manage internal and external creative teams including designers, producers, and partners
- Direct design strategy, public space transformation, signage, content curation, and branded activations

- Develop and launch immersive, theme-based environments with civic, cultural, and commercial tie-ins
- Oversee multi-million dollar project budgets and complex stakeholder relationships

Creative Director

Sparks | 2017–2018

Philadelphia, PA

- Led creative direction for branded environments and live experiences, primarily for Google projects including Zeitgeist and I/O
- Oversaw spatial design and concept execution for major themed programs and corporate experiences
- Managed teams of fabricators, producers, and designers to deliver immersive activations at scale
- Continued to freelance on Zeitgeist, I/O, and related projects for 2–3 years following employment
- Contributed to winning proposals and long-term client partnerships through conceptual visioning and pitch support

Creative Director

Back to Nature Home & Garden | 2012–2013

New York City Area - Oversaw visual merchandising, store design, and branded environmental refresh - Developed concept-to-execution strategies for multiple in-store activations and custom fixtures

Project Manager / Designer

Groundswell Design Group | 2010–2012

Avant Gardens Design | 2008–2010

Greater Philadelphia Area - Delivered restaurant, hospitality, and public realm projects from early design through build - Led spatial planning, furniture design, and contractor coordination

Tools, Platforms & Soft Skills

Design & Visualization: SketchUp Pro, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Procreate, Concepts

Productivity & Ops: Microsoft Office, Google Workspace, monday.com, Slack, Notion, Zoom

AI & Writing Tools: ChatGPT, Claude

Soft Skills: Clear communicator, expert in simplifying complexity, strong writer of briefs and frameworks, intuitive facilitator, decision-maker in ambiguity, collaborative leader with a bias toward execution

Other Capabilities: Plant design, light construction coordination, space planning, language skills (Spanish & Portuguese - conversational)

BONUS: Select Projects

Philadelphia Flower Show: Creative Direction (2013–Present)

- Built the show's visual and thematic identity year-over-year, collaborating with international designers, sponsors, and exhibitors –
- Directed spatial and experiential strategy across a 10-acre interior and exterior footprint
- Elevated the experience to include branded environments, immersive gardens, speaker series, and interactive activations
- Oversaw all creative and operational aspects of a \$10–12M production serving as PHS's primary annual fundraiser
- Led multidisciplinary team of 100+ across design, production, horticulture, and partnerships

Talulah's Garden (Washington Square)

- Collaborated with architects and restaurant team to design outdoor garden and interior furnishings for Stephen Starr's restaurant
- Sourced reclaimed materials and oversaw design-build of key site elements including courtyard and pergola

PHS Pop Up Gardens (Philadelphia)

- Led design for temporary urban gardens integrating outdoor hospitality and seasonal programming
- Developed scalable visual systems to maintain quality and brand alignment

Holiday Pop-Up Shops (Chestnut Hill, Philadelphia)

- Rebranded and remerchandised the PHS storefront experience, increasing revenue by 64% while reducing build costs
- Designed and installed all fixtures, layout, and brand elements

Education

B.A. in English, University of Iowa

Coursework in Hispanic Linguistics

Master's in Sustainable Planning & Design, Conway School of Design
