Abram Kempner

Graphic Design & Illustration

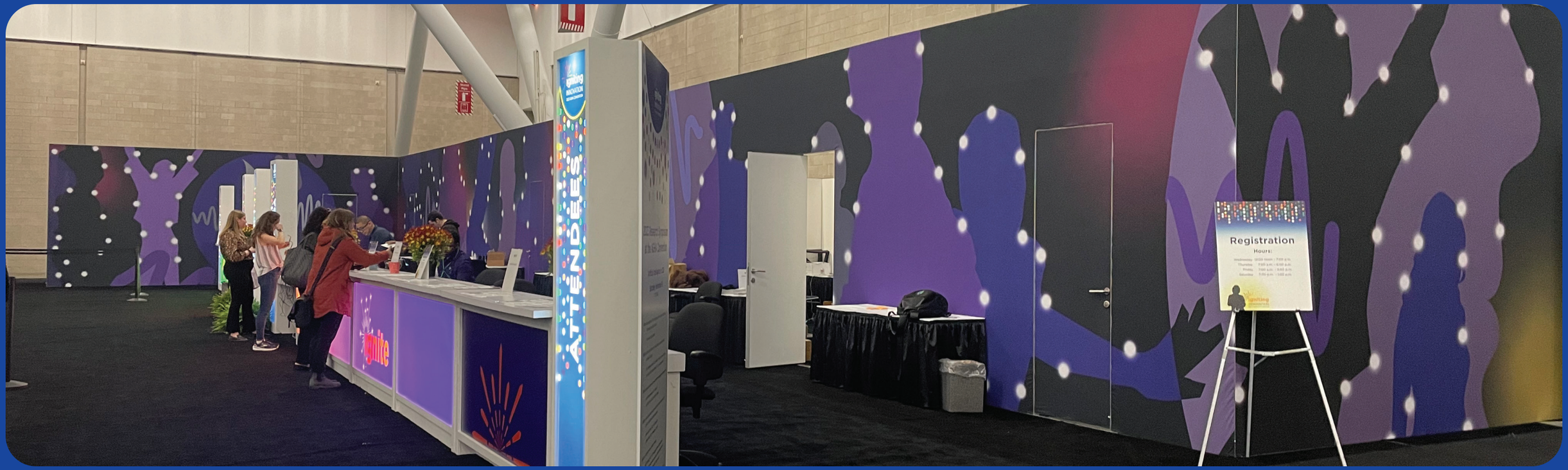
ASHA Convention Boston

Igniting Innovation!

- Digital Design
- Environmental design

The ASHA Convention, hosted by the American Speech-Language-Hearing Association, is a major professional development event for audiologists and speech-language pathologists, attracting 15,000 attendees annually. During my internship at Willwork Global Event Services, I designed dynamic graphics for signage and booths, capturing the association's theme of "Igniting innovation" through neon imagery and colorful elements. Collaborating closely with ASHA representatives, I incorporated hand-drawn illustrations of iconic Boston landmarks to symbolize local culture. These illustrations were also installed in the hallways of Willwork's Boston offices.

Special Interest Groups
BOOTH 708
eLuma
BOOTH 803
ClinicSource
BOOTH 643
ASHA
Faneuil Hall
Brownstones
MLK Jr. Sculpture
Boston Public Garden
Swan Boats
Make Way for Ducklings Sculpture
Harvard University
Old State House
Bunker Hill Monument
New England Aquarium
Charles River Sailboats
Dorchester Gas Tank
Hatch Shell
The Charles
Logan Airport
TD Garden
Zakim Bridge
USS Constitution
Boston Marathon


ATTENDEES
Registration
Hours:

ASHA Convention Seattle

ELEVATE!

- Digital Design
- Environmental design

The ASHA Convention, hosted by the American Speech-Language-Hearing Association, is a major professional development event for audiologists and speech-language pathologists, attracting 15,000 attendees annually. The Seattle ASHA convention was my largest project during my internship at Willwork Global Event Services. I designed graphic templates focused on the event's theme of elevation, using rising iridescent elements that drew inspiration from Seattle's nickname "The Emerald City" These templates were integrated onto hundreds of pieces of printed signage, booths, exterior window clings across the event.

Choose the colored wristband that resonates with you to ELEVATE!
Then, use one of the markers provided here to write on the sign how you ELEVATE!
ELEVATE!
ELEVATE!
ELEVATE!

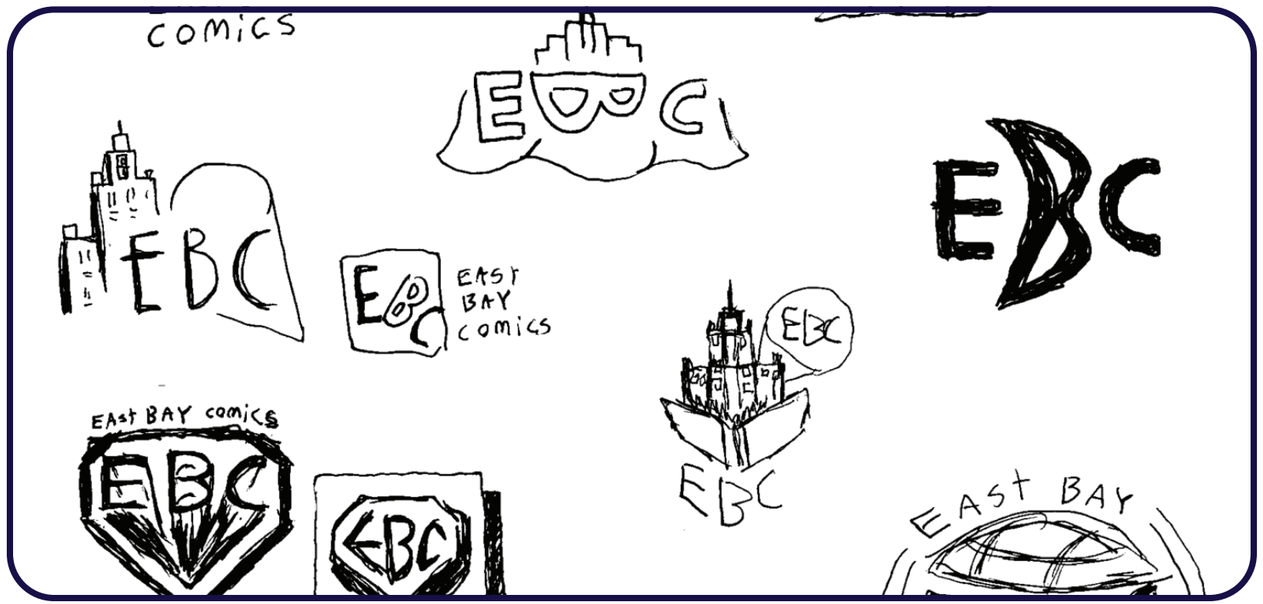
2024 ASHA CONVENTION
ELEVATE! ATRIUM
iPosters, ASHA Photo Op, Tote Bag & Notebook Pick-Up, Therapy Dogs, Concessions and more
Elevators to
Level 5 Meeting Rooms
Escalator to Ballrooms 6A - 6E,
Meeting Rooms 601 - 620,
BC Lobby, 6E Lobby
ATRIUM LOBBY
To Exhibit Halls 4A - 4B
Waterfall Suite
To Freeway Park

East Bay Comics

The World’s Greatest Comic Shop!

- Brand identity
- Wayfinding

East Bay Comics is a comic book shop in the heart of downtown Providence Rhode island, a city famous for its artists, “Superman” building and RI Comicon! When I realized the store would have no logo for their grand opening, I met with the amazing owner, Dave Hennen to pitch my logo and window signage concepts. After we decided on a final version of the logo through several rounds of iteration, I created a full brand package and managed the ordering process of custom window decals for the store.



EAST BAY
COMICS

EAST BAY
COMICS
EAST BAY
COMICS
OPEN
BUSINESS HOURS
FRESH
DRINKING
WATER

EAST BAY
COMICS
EAST BAY
COMICS

Blanche A. Ames Elementary School Logo Identity

Showing Your Stripes!

- Brand Identity
- Environmental Design

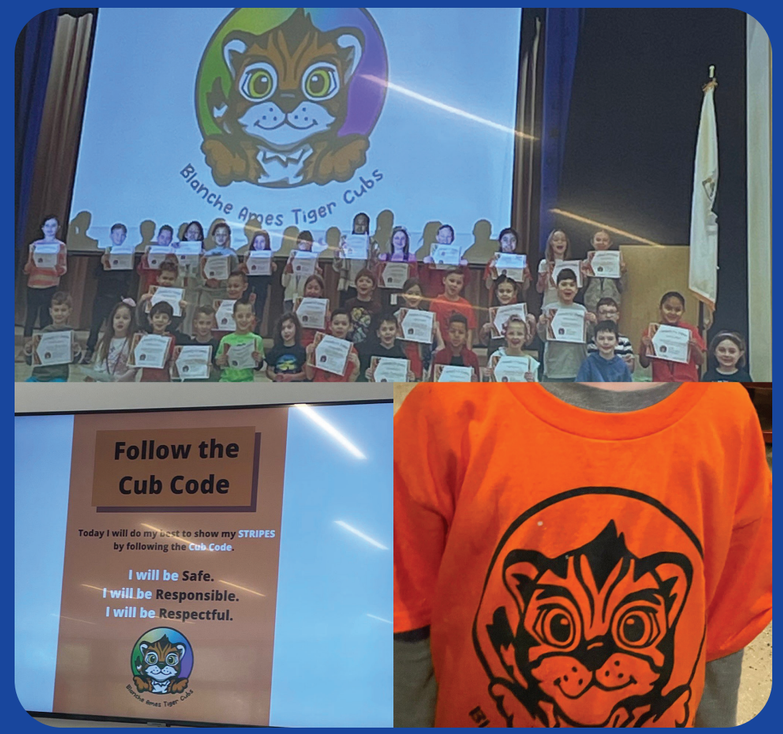
The Blanche A. Ames Elementary School in Easton Massachusetts is a recently constructed school built to merge multiple of the town's elementary schools together. I designed a logo identity and mascot named "Stripes," which the planning board, principal, and superintendent selected through an iterative process. The chosen typeface, "Bodo Amat," offers a readable and playful tone, while the emblem features a gradient reflecting the school's interior colors. Touring the classrooms, I noticed drawings of Stripes created by students. Even though the school had only just opened, the logo was already leaving an impact.

Version 1

Version 2

Version 3

Final Version

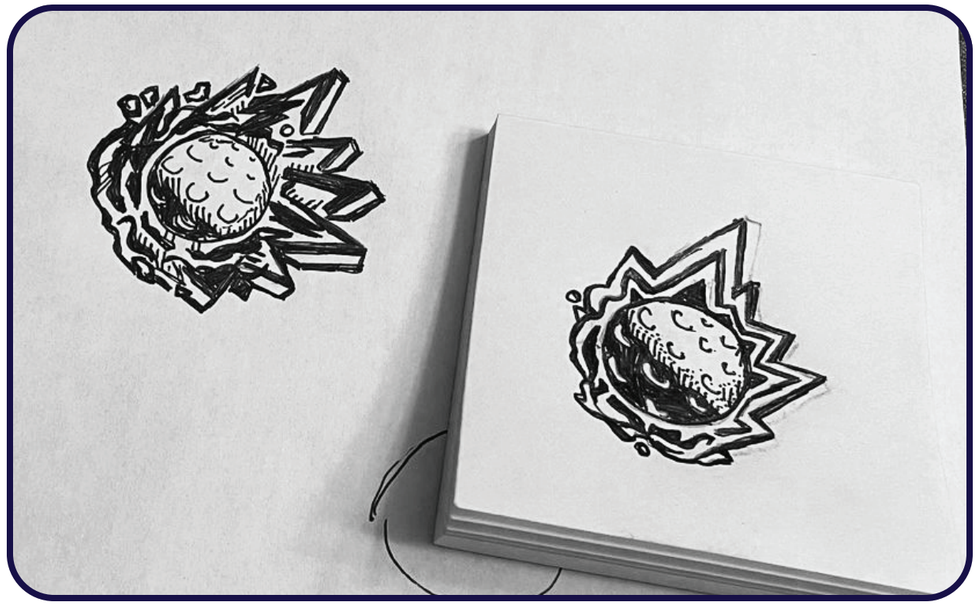


Minigolf + Powerups Game

What the Putt?!

- Print Design
- Editorial Layout

“Minigolf + Powerups” is a print and play game I created that adds gameplay modifiers to the traditional game of minigolf, such as swapping places with other players or holding the golf club upside down! This spices up your next minigolf outing into a game of unexpected twists, turns, betrayal and triumph! The game includes original never-before-seen systems to “roll dice” using the golf ball or golf pencils. That means no extra equipment is needed, all you have to do is print and play!



MINIGOLF + POWERUPS

A game by Hexablu. - hexablu.itch.io/minigolfwithpowerups

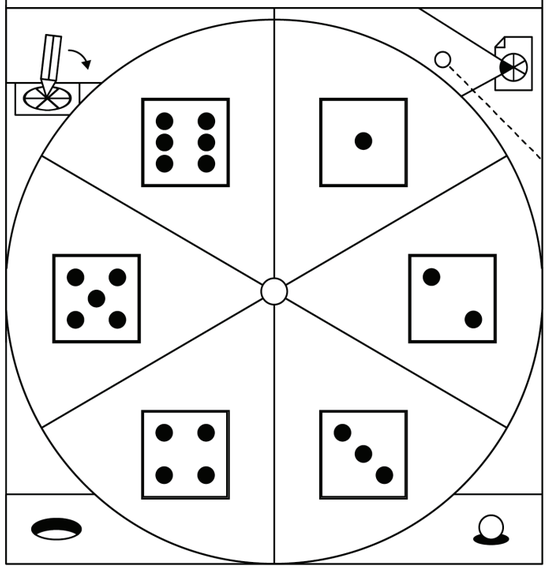
NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	TOTAL

If Powerups are drawing out the length of the round, be courteous to other minigolfers behind you. Your group can always return to regular minigolf rules to quickly move to the next hole.

Keep In mind If the minigolf course you are playing has any sort of house rules, leaderboards or special challenges. e.g. "Free Icecream if you get a hole in one on the final hole." **NEVER** use this game as an excuse to break the rules of the establishment.

DICE

Release an upright golf pencil from centerpoint of the circle, the side that the pencil falls on is your dice roll. Alternatively, you can putt a golf ball onto the paper itself, and the closest segment to the ball is your dice roll.



ROLL	POWERUP
●	Swap places with another player of your choice after your turn.
●●	You get an extra turn immediately after your first, that is not added to your score.
●●●	After your turn, roll the dice again. "Teleport" the ball in any direction by walking the amount of paces you rolled in a straight line, and then placing the ball there.
●●●●	At the start of your turn, hit the ball with the club upside down. **(be safe and mindful. if you somehow injure anyone you are disqualified)**
●●●●●	At the start of your turn, kick the ball or propel the ball in any means without using the club or your hands. **(be safe and mindful. if you somehow injure anyone you are disqualified)**
●●●●●●	At the start of your turn, the other players must stand on the green and become obstacles, you must putt the ball around them. **(be safe and mindful. if you somehow injure anyone you are disqualified)**

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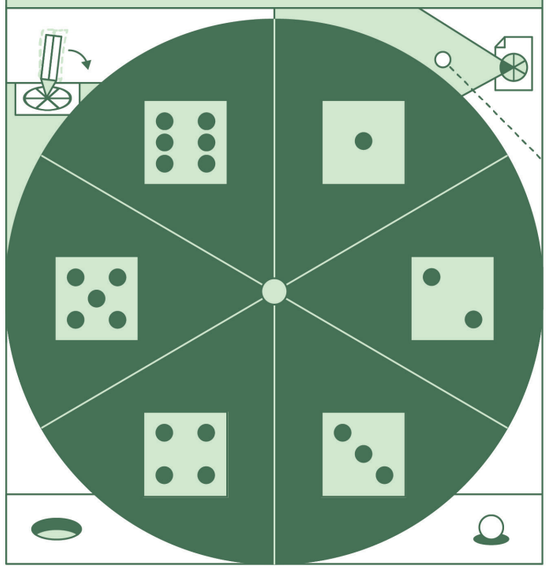

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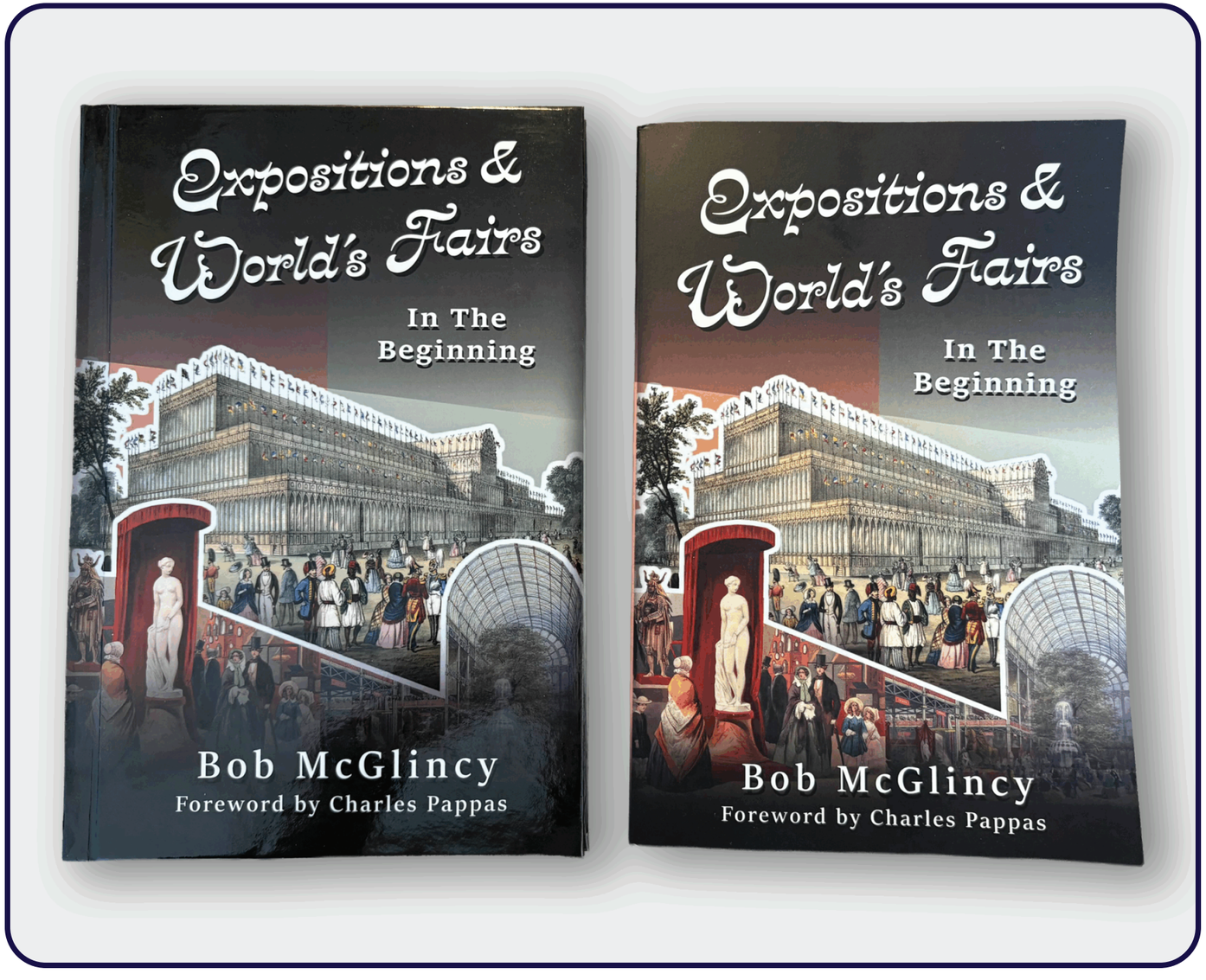
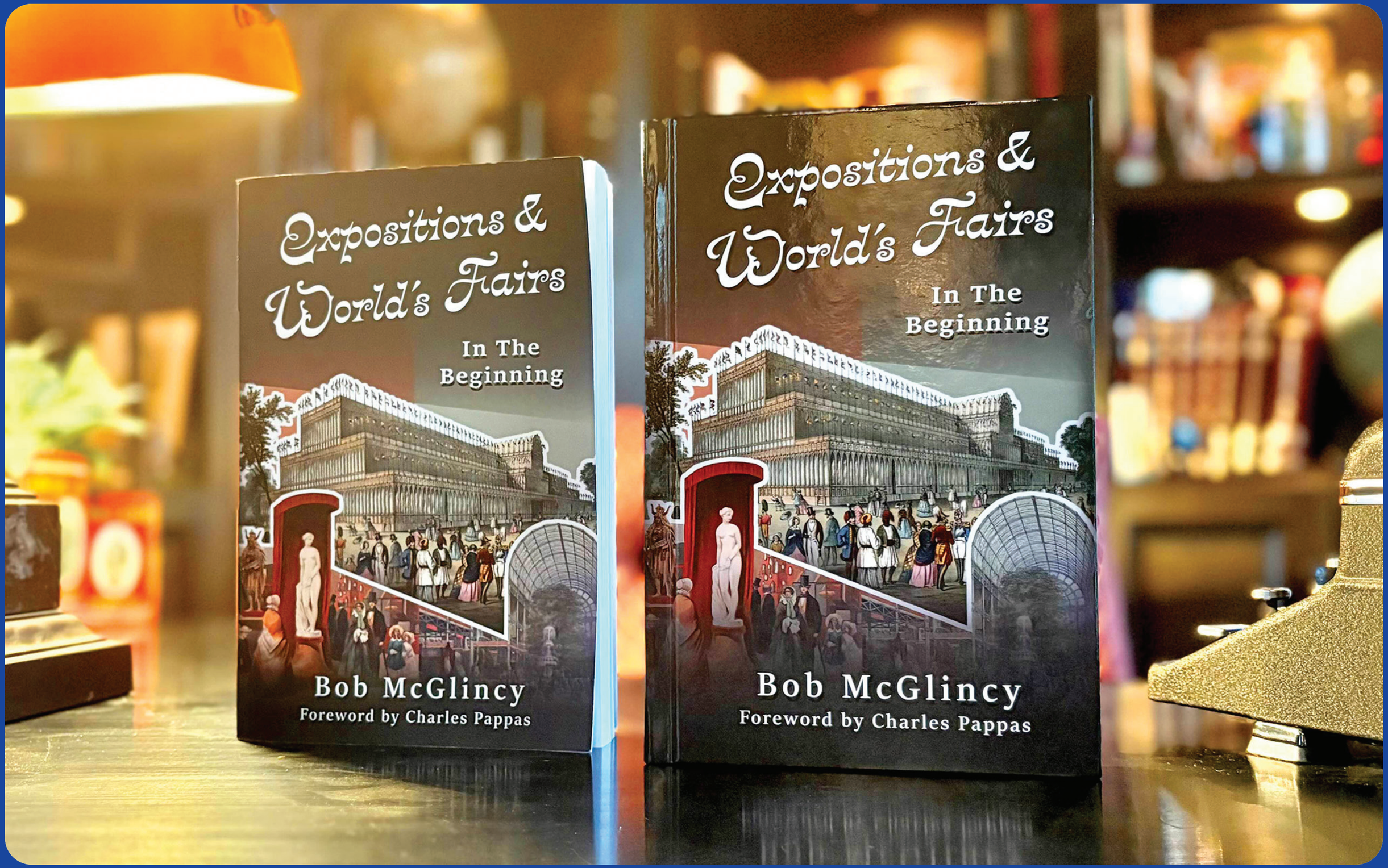
Expositions & World’s Fairs

Events That Shaped Innovation!

- Print Design
- Editorial Layout

Expositions & Worlds Fairs is an evolving book series written by trade show industry historian Bob McGlincy. The first book in the series, Expositions & World’s Fairs: In the Beginning, examines the early beginnings of these events, and how they became cultural hubs where the world learned about new innovations that have now become commonplace in our modern lives, from zippers to elevators. I coordinated with the publisher to create variations for hardcover and paperback copies, and combined public domain images to create layered diorama-like scenes of these historic expos.




Expositions & World's Fairs
In The Beginning
Bob McGlincy
Foreword by Charles Pappas
Expositions & World's Fairs
In The Beginning
Bob McGlincy
Foreword by Charles Pappas

Love Tropics Brand Identity

Gaming for the Planet!

- Digital Design
- Environmental Design

Love Tropics is an organization that runs an annual fundraiser event within a virtual game-world. As a design lead, I've helped design and direct the launch of a visual rebrand for the organization. Each year, I collaborate with event sponsors and teams across the organization on various graphics needs, ensuring brand consistency while delivering high quality work. As an event organizer, I help lead a team of volunteers to assist in the creation of an annual virtual fundraiser event that has raised over $300,000 collectively for various environmental causes.

LOVE TROPICS

The Minecraft Charity Event

>COURIWAY
SUN 10am EDT // 3pm GMT

>MANDALIN
>LINKZZEY
SAT 8pm EDT // SUN 1am GMT

>3v3 ESCAPE RACE
>AIMSEY, SMAJOR, MARTYN
SAT 2pm EDT // 7pm GMT

US$27,078 Raised!

Thank you for joining us!

12 HOURS TO GO!

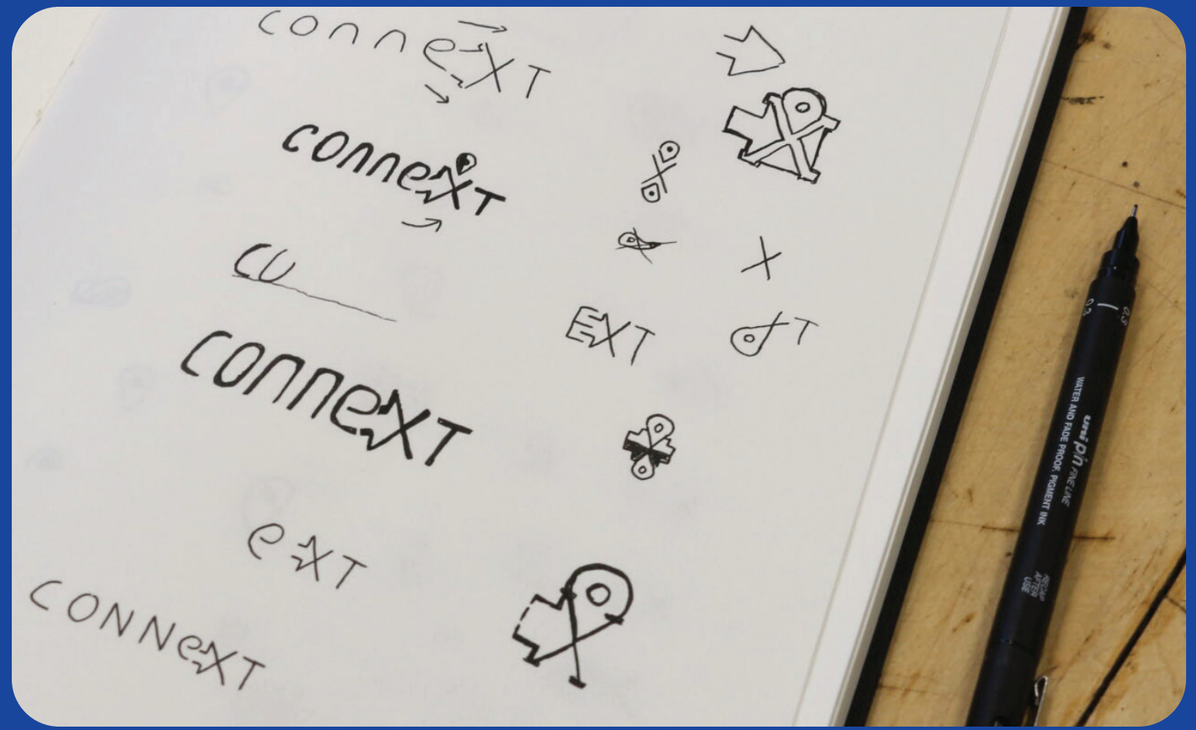
Main Event 1pm EST // 6pm UTC

Teamwork CONNEXT Logo Identity

Putting Retail Installations On the Map.

- Brand Identity
- Digital Design

Teamwork, a company known to many as a trusted partner in retail installation, producesandinstallsstunningtransformativeretaildisplaysandremodelsinshops, pop-ups and grocery markets nationwide, captivating thousands of customers. Teamwork CONNEXT is an in-house proprietary web system that allows clients to easily check and review everything about their retail projects, all in one place. I was responsible for designing the logo for Teamwork CONNEXT, and I conducted surveys with Teamwork employees to gather insights that informed the foundation of CONNEXT's visual refresh.



Logo Renditions:

CONNEXT

CONNEXT

CONNEXT

CONNEXT

TEAMWORK
CONNEXT

TEAMWORK
CONNEXT

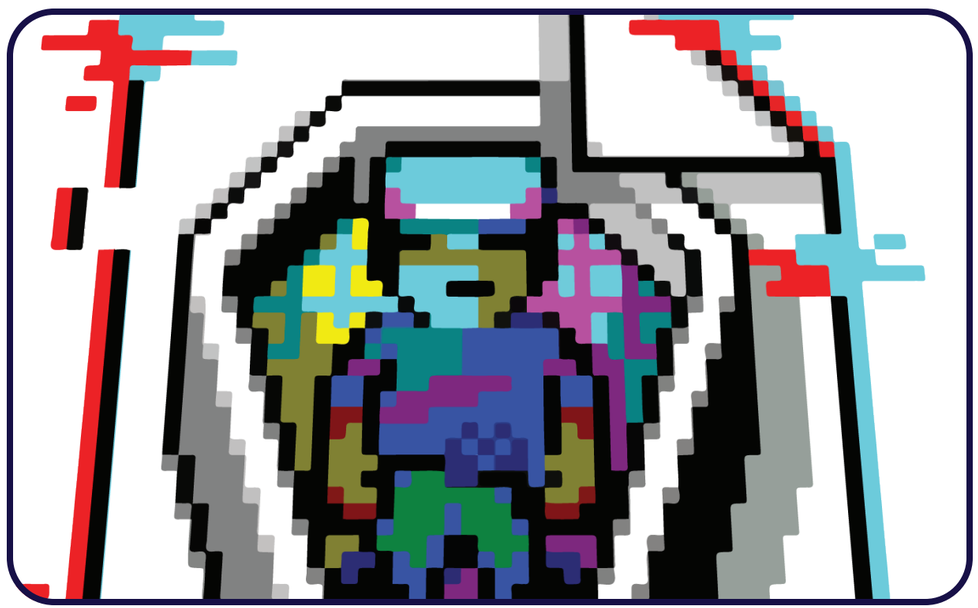
TEAMWORK
CONNEXT

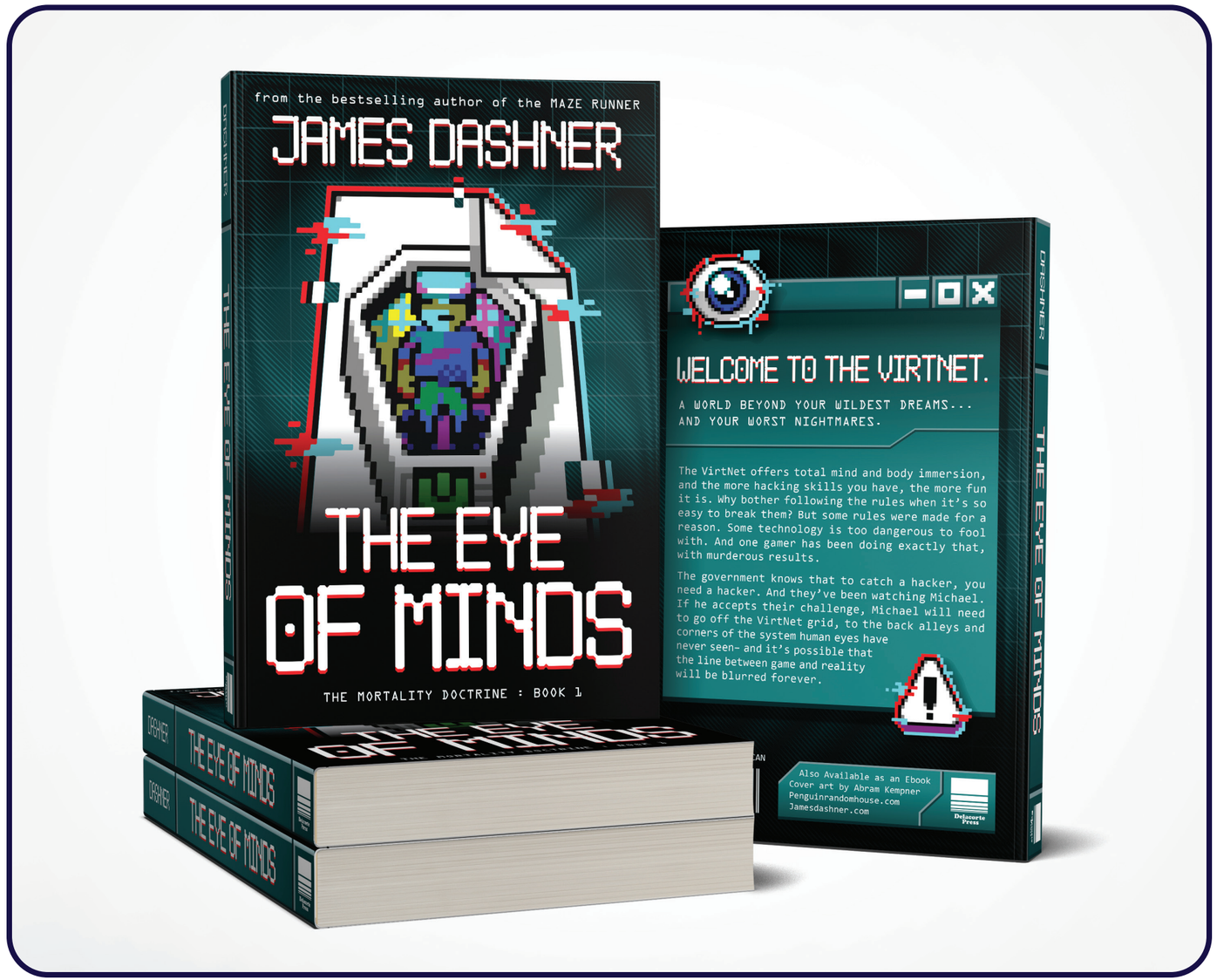
“The Eye of Minds” Redesign Concept

The World is Virtual; The Danger is Real.

- Print Design
- Editorial Layout

“The Eye of Minds” is a young adult science fiction novel written by Author James Dashner. The novel follows a group of young hackers trying to take down a cyber-criminal in a world where users can visit a lifelike VR simulation by stepping into metal “coffin-like” machines called NerveBoxes. This conceptual book cover redesign would draw in new readers using the thought provoking visuals of the NerveBox that help to better communicate the genre, making use of the novel’s unique identity to highlight what truly sets it apart.





WELCOME TO THE VIRTNET.

A WORLD BEYOND YOUR WILDEST DREAMS...
AND YOUR WORST NIGHTMARES.

The VirtNet offers total mind and body immersion, and the more hacking skills you have, the more fun it is. Why bother following the rules when it's so easy to break them? But some rules were made for a reason. Some technology is too dangerous to fool with. And one gamer has been doing exactly that, with murderous results.

The government knows that to catch a hacker, you need a hacker. And they've been watching Michael. If he accepts their challenge, Michael will need to go off the VirtNet grid, to the back alleys and corners of the system human eyes have never seen- and it's possible that the line between game and reality will be blurred forever.

US $9.99 / $10.99 CAN

9 780385 741408

Also Available as an Ebook
Cover art by Abram Kempner
Penguinrandomhouse.com
Jamesdashner.com

Delacorte Press

DASHNER

THE EYE OF MINDS

Delacorte Press

from the bestselling author of the MAZE RUNNER

JAMES DASHNER

THE EYE OF MINDS

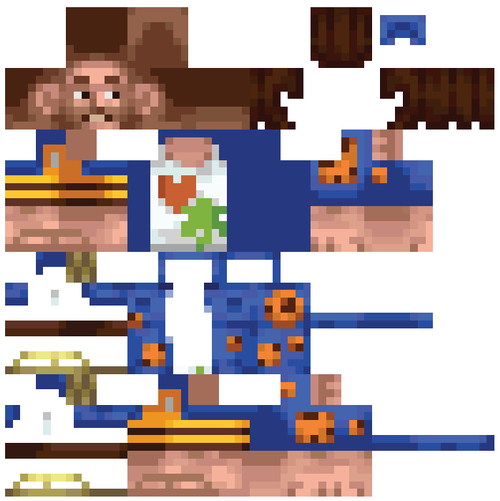
THE MORTALITY DOCTRINE : BOOK 1

Minecraft Live: Cory Scheviak Avatar

A Pixel-Art Makeover!

- Digital
- Pixel Art

I created a virtual avatar for my friend Cory Scheviak, who is a developer for the video game Minecraft. The Pixel art character was front and center during Mojang's annual update reveal livestream called "Minecraft LIVE", which was being broadcast to nearly half a million people across the globe at the time. The avatar even made an appearance on Minecraft's official Instagram account, with a following of 9.5 million people. I'm really glad the avatar's funny face made a lot of people laugh and smile, (apparently even the event's film crew was in hysterics)



MINECRAFT
LIVE
CORY (HE/HIM)
Game Designer, Mojang Studios

Garnet Hydration

Make Hydration Easy To Treasure.

- Brand identity
- Digital

Garnet Hydration is a conceptual brand that produces a line of liquid water enhancers that aim to offer a better price to product ratio and longer lasting products than anything else on the market. The brand uses all natural flavoring and promotes healthy hydration habits under the motto that “Hydration should be treasured.” hence the precious stone theming. I designed the branding, packaging and advertising campaign for garnet, using design trends tailored for a Gen Z demographic, utilizing vibrant and saturated gradients and the inescapable 4-pointed star.

GARNET
LIQUID WATER ENHANCER

GARNET
LIQUID WATER ENHANCER

BACKLIT BLACK
HEX:#2c1010
C=54 M=77 Y=69 K=79
R:44 G:16 B:16

BACKLIT WHITE
HEX:#fde5e5
C=0 M=11 Y=4 K=0
R:253 G:229 B:229

GARNET RED
HEX:#e02e2d
C=6 M=96 Y=93 K=0
R:224 G:46 B:44

All Round Gothic:
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*

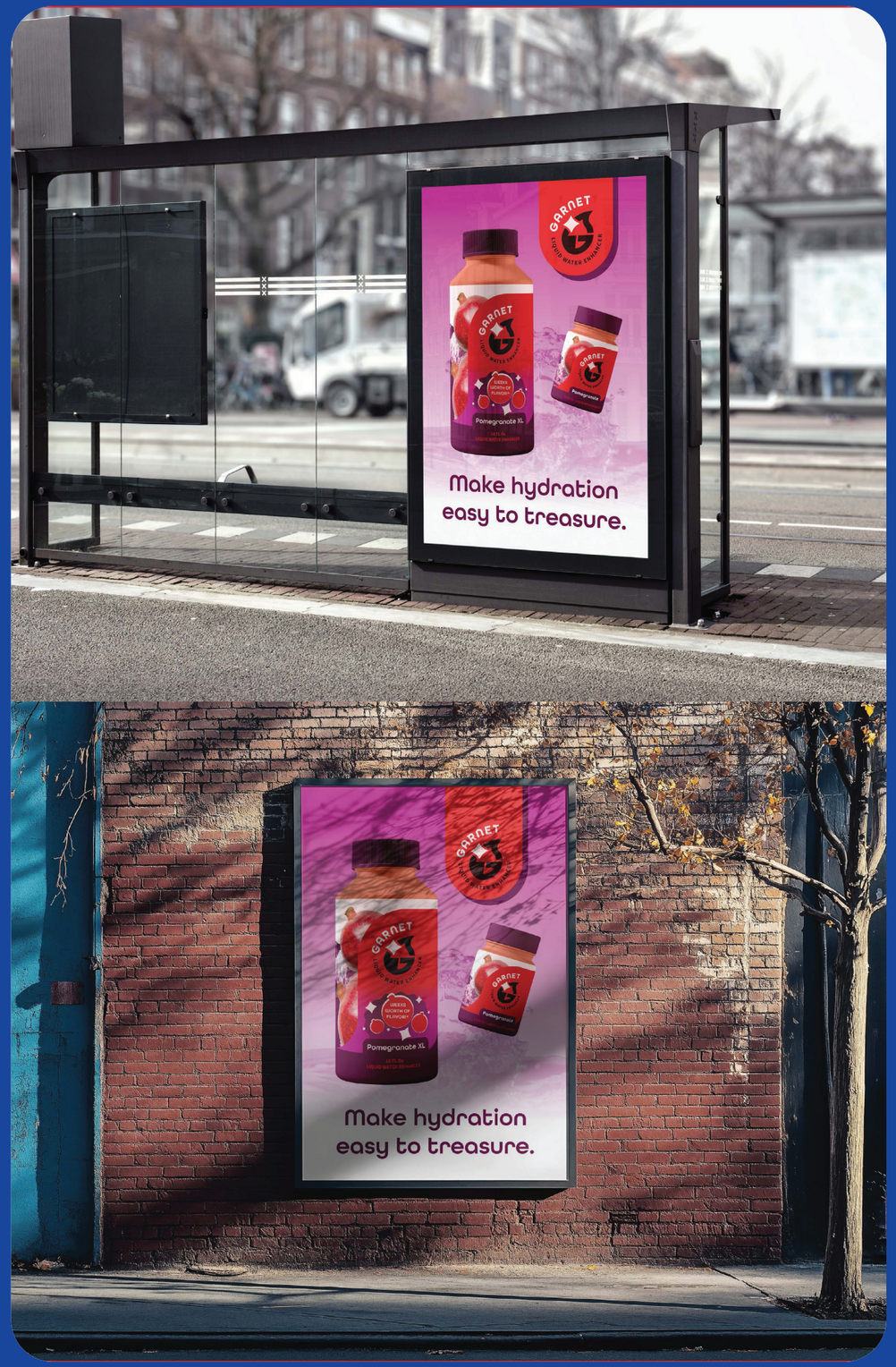
Source Sans 3:
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*

GRAPEFRUIT
HEX:#f8af1a
C=1 M=34 Y=100 K=0
R:248 G:175 B:26

LIME
HEX:#93c83e
C=48 M=0 Y=100 K=0
R:147 G:200 B:62

COOLBERRY
HEX:#43c6ec
C=61 M=0 Y=3 K=0
R:67 G:198 B:236

BLACKBERRY
HEX:#6852a2
C=70 M=79 Y=0 K=0
R:104 G:82 B:162



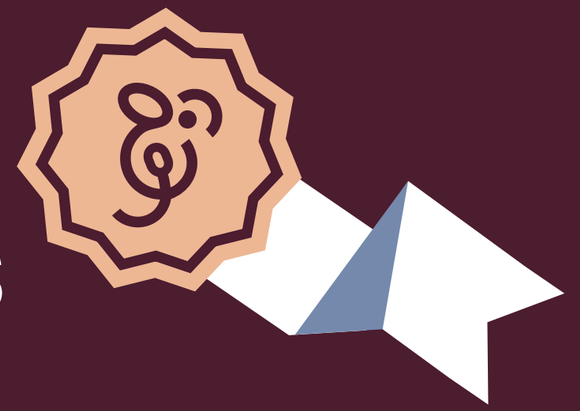
Chinchilla Device Sanitation

Clean Your Screen!

- Brand Identity
- Packaging

Chinchilla Device Sanitation is a conceptual brand that produces cleaning kits for PCs, Smartphones, Laptops and more. Chinchilla's mission is to promote proper tech sanitation, as our personal devices are some of the dirtiest objects that we come in contact with every day. I created the humorous brand mark for the company by combining pictograms of a computer mouse and a chinchilla, a creature known for taking dust baths. I designed the branding, packaging, advertising campaign, and brand book for Chinchilla.

VISION
VOICE
VALUES



Our Vision:

Did you know? your personal devices are some of the dirtiest objects that you come in contact with every day. Here at Chinchilla, our vision is to change that for good, by making the tools to clean your technology more accessible than ever.

Our Voice:

Modest, Relatable, Witty, Professional.

Our Values:

Chinchilla is a simple brand with a simple goal: to make the world a cleaner and healthier place by promoting proper tech sanitation. We understand that cleaning up may feel like a chore to many, so one of our major values is to carry with us a some relatability and humor in what we do, modestly adding some whimsy into the everyday, without sacrificing any of our professionalism and dedication to making high-quality products.

Chinchilla
DEVICE SANITATION KITS

Chinchilla
DEVICE SANITATION KITS

Chinchilla
DEVICE SANITATION KITS

Chinchilla
DEVICE SANITATION KITS

LOGOS
& CLEARSPACE

Thanks!

Abramkempner.com