



## Martha Abdella

Art Director | Senior Graphic Designer

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### Summary

Experienced collaborator and communicator bringing problem-solving ideas to print and digital media.

### Abdella Design | Owner and Graphic Designer | 2000-2015, January 2018-present

Partner with a diverse base of clients from creative concept through design and imagery, to the final stages of production for projects such as: annual reports, books, white papers, case studies, websites, web banners, email, logos, signage, presentations, brochures, magazines, ads, posters, events collateral, and direct marketing. Clients:

Aspen Technology  
Boston College  
International Studies Center  
Brockton Public Schools  
Boston University  
School of Dental Medicine  
Chocolatine French Travel  
Dedham Country Day School  
Explorica Educational Tours  
FableVision  
The Folio Society  
Gerrits Construction

Inc. magazine  
Insight  
Integrated Revenue Integrity  
John Hancock Financial Network  
Last Mile Health  
Marguerite's Elegant Cooking  
Natural Health magazine  
New England Journal of Medicine  
Nuanca Communications  
Paybefore  
Peerless Media  
The Pohly Company

Reed Business Information  
RueLaLa  
Shawmut Design and Construction  
Software magazine  
Steward Air Charter  
Stil Studio  
St. Paul's Episcopal Church  
St. Susanna's Parish  
StreamBase Systems  
Tufts University  
Yoga Energy

### The Wily Network | Pro Bono Creative Director | December 2015–Present

Instrumental in guiding strategy for generating growth. Strengthened brand by bringing a fresh and consistent look and feel to all materials which include annual appeals and annual reports. Directed photo shoots to capture the energy and connectedness of the students and Wily. Since I've been working with this non-profit, each year has brought financial success which enables them to help more students in the Boston area.

### US Family Health Plan | Senior Graphic Designer | July 2015–January 2018

Successfully transitioned existing brand standards into an updated design for marketing initiatives for print, web, outdoor, and social media, including a quarterly print magazine and email newsletters 6x/year. Created templates to support new and existing design projects. Photographed members and food/recipe shoots. Supported sales team and member services with direct mail initiatives and ads. Used best practices for production of all design.

### Emerson College | Adjunct Professor | Spring Semester 2011

Taught an undergraduate class on Applications of Print Publishing. Organized lesson plans on the basics of design for hands-on learning in InDesign, Illustrator, and Photoshop. Scheduled guest lecturers in the print publishing industry.

### Awards

Graphic Design USA Health & Wellness Design Awards | Winner: US Family Health Plan Calendar  
Creativity 30 Annual | Inc. Product Catalog  
American Society of Business Press Editors | 2nd Place: Opening Spread  
Ozzie Award | Bronze: Best Overall Design; Bronze: Best Special Issue  
International Association of Business Communicators | Award of Excellence: Newsletters

### Education

University of Florida | B.S. Journalism and Communications | Fine Arts (minor)

### Community

Elected Town Meeting representative, Dedham, Mass., 2010–present  
Dedham Square Circle Design and Facade Committee member, 2008–2014  
Town of Dedham, Design Review Advisory Board member, 2004–2008