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Paul Pricer

Media Artist

Paul Pricer is a Media Artist based in New York City for TrialGraphix. Since 2000, Paul has provided dynamic visual communication support for trials, arbitrations and hearings and has created numerous technology tutorials, witness presentations, and illustrations for expert reports, trial briefs, and affidavits. He has worked on many types of matters including: intellectual property, insurance, contract disputes, toxic tort, and antitrust issues.

Paul has been a graphic designer and illustrator since the late 1980s and with his background in packaging design and corporate identity projects, has developed a keen eye for condensing complex subjective ideas into simple impactful visual designs. Paul's science tutorials have so impressed expert witnesses that on multiple occasions they have asked to use it in their curriculum following the trial. One expert, after seeing Paul's take on part of his presentation, even commented, "It's not how I explained it in my report, but I like this much better."

Notable cases include: *Carnegie Mellon v. Marvell Semiconductors*; *Amgen and Immunex v. Ariad*; *Dyson v. Maytag*; *UCB v. KV Pharmaceuticals (Metadate)*; and *Repligen v. Bristol-Myers Squibb (Orencia)*.

Paul's clients have included Cravath Swaine & Moore, Dickstein Shapiro, Fitzpatrick Cella Harper & Scinto, Kasowitz Benson Torres & Friedman, Kenyon & Kenyon, K&L Gates, and Sullivan Cromwell.

Paul holds a degree in Visual Communication from the Art Institute of Colorado, and a double major in Musical Performance and Theatre from Portland State University.