

CV of Ellen M. Shapiro

I'm the principal of a NYC metro area design firm that specializes in logotypes and trademarks, branding and marketing programs.

As a designer and writer I create graphic identities and print and online communications. Clients have included the Academy for Jewish Religion, American Baptist Churches, American Express, American Technion Society, Booz-Allen, Condé Nast, ContraFect Corporation, Dun&Bradstreet Credit Services, the Guggenheim Museum, International Typeface Corporation, Morgan Stanley, Professional Children's School, Schlumberger Ltd., United Hospital Fund.

As an expert witness, I help attorneys and their clients in trademark and copyright cases and related litigation by developing strategies and creating diagrammatic, illustrated exhibits that succinctly and clearly demonstrate the merits of the client's case.

As a designer-entrepreneur, I write, design, and sell educational materials and books that help all children learn to read, write, and spell.

As a design journalist, I report on trends, personalities, and issues in design professional practice, education, and trends across the USA and around the world.

Adjunct Faculty Member, Visiting Professor

Marymount Manhattan College

Developed syllabus and taught "Typography InDesign" undergraduate course
Fall 2019

HOW Design University

Online class, "Designing Your Personal Brand"
2011-2019

Purchase College State University of New York

School of Art+Design
Senior Seminar on transforming student work and building a professional portfolio
Spring 2001-2003

University of Baltimore

Master class in developing and marketing design products for graduate students in Communication Design
Spring 2002

School of Visual Arts, New York, NY

Designer as Author MFA Design program
Thesis preparation instructor
Fall 1999 and 2000

The New School/ Parsons School of Design, New York, NY

Typography II and Corporate Design
1985-90

Pratt Institute, New York, NY

Visual Communications I and II for MFA students; thesis advisor
1976-79

Special guest lectureships:

The Portfolio Center, The Cooper Union, CSUN (California State University, Northridge), Louisiana State University, UCLA, North Texas State University; CASE (Council for Advancement and Support of Education)

I Have Served as an Expert Witness on These Cases

Ray Scott Fuss v. Frederick M. Bensch et al

for Merchant & Gould P.C.
Minneapolis, Knoxville, New York
2025

Rendered opinion on how the logo design process functions; customary billing and payment practices; the artistic and functional differences between the plaintiff's 1998 drawing and Sweetwater Brewing Co's 2024 logo. Prepared 39-page report with 17 detailed, illustrated exhibits. Deposition.

Nicky Laatz and Nicky Laatz Creations UK Ltd v. Zazzle, Inc and Mohamed Alkhatib

for Quinn Emanuel Urquart & Sullivan, LLP
San Francisco and New York
2024

Rendered opinion on characteristics of and relationship to marketing effectiveness of Laatz's typeface designs and font packages. As rebuttal to plaintiff's expert, prepared 29-page report with 23 detailed, illustrated exhibits. Deposition.

Steven A. Conner DPM, PC v. Optum360, LLC

for Bock, Hatch, Lewis & Oppenheim LLP
("Class Lawyers"), Chicago
2018

Rendered opinion on the legibility of an opt-out notice on a fax from Optum 360 according to FCC "clear and conspicuous" regulations. Prepared 17-page report with five detailed exhibits. Deposition.

Davies v. WW Grainger, Inc.

for Bock, Hatch, Lewis & Oppenheim LLP
("Class Lawyers"), Chicago
2017

Analyzed typography and all other graphic elements in a fax from Grainger that was the subject of a class action. Prepared 18-page report with seven detailed exhibits. This four-year-old case settled soon after my report was served on the opposing party.

Aaron Clark v. Disney et. al.

for TechPERTS, Inc.
Lisle, IL
2009

Created point-by-point comparison with illustrated color exhibits to assist in Mr. Clark's attempt to prove that Disney's Hannah Montana singing posters infringed his patent.

North Jersey Media Group v. The Leader News

for Beattie Padovano
Montvale, NJ
2008

Document review and consultation re typesetting of legal announcement ads; measured type sizes and column widths of ads in two newspapers. Rendered opinion that The Bergen Record bills correctly per line for 6 pt type set 8 picas wide.

Twentieth-Century Fox Film Corporation v. Marvel Enterprises, Inc.

for Frankfurt Garbus Kurnit Klein & Selz, PC
New York
2002

Analyzed and compared the specific "Mutant X" and "X-Men" logos in question to show that the designer of defendant Marvel's Mutant X logo did not copy Twentieth-Century Fox's X-Men logo. Prepared 40-page report with 11-page opinion and 12 exhibits. Deposition.

Pantone, Inc. v. Esselte Letraset

1989

Second Circuit Court of Appeals, NY. Testified on behalf of defendant Letraset that the Pantone Matching System was not the only color system used by graphic designers and printers. Presented evidence of other color systems and how they function.

Professional Activities

Member, New York Type Directors Club
Member, AIGA Professional Association for Design
Conference speaker and panelist, including keynote, for design and marketing organizations

Former board member, AIGA New York and Metro North chapters, RiverArts
Design competition judge in cities across the U.S. and in Canada
Provide pro bono design and photography to local nonprofits

Books by Ellen Shapiro

The Secret Buttons

Visual Language Books, 2024; 216 pages hard cover and soft cover editions, illustrated. WWII middle-grade novel; immigrant girls use solve grownup problem

The Graphic Designer's Guide to Clients

Allworth Press, Second Edition, 2014; 248 pp, softcover, illustrated. Interviews with clients and designers; how they collaborate to impact the bottom line

Clients and Designers

Watson-Guptill, 1990 (176 pp, hardbound, 250 illus. CEOs and marketing managers reveal how well designed brand identities, products, interiors, exhibits, and publications increase success

Ready, Set, Read!

Five editions of teaching guide/workbook published by Visual Language division, Alphagram Learning Materials, "designed to help all children learn to read, write and spell." Our manipulative products and books for tutors, teachers, educational therapists, and kids sell via alphagram.com, Etsy, and the Alphagram Store on Amazon

Book Chapters in Anthologies

Contributed essays to books including *Education of a Design Entrepreneur*, *MTIV (Process, Inspiration and Practice for the New Media Designer)*, *Looking Closer*, *Sex Appeal*, *Design Culture*, *AIGA Annuals*

Education

B.A. Degree in Design/Media Arts

magna cum laude, College of Fine Arts, University of California, Los Angeles.

Writing classes at NYU and The Writers' Center

Awards, Honors

Major design awards include AIGA Communication Graphics, Design for the Public Good; LA and NY Art Directors Clubs, Society of Publication Designers, Type Directors, Communication Arts, Mead Annual Report Show, CASE (Council for Advancement and Support of Education)

Design work featured in books including *Women in Graphic Design*, *Graphic Design New York*, *Design in Depth*, *The Business of Graphic Design*, *Graphic Design Inspirations and Innovations*, *Diagrammatic Graphics*, *A Smile in the Mind*

Awarded U.S. Patent 5,778,503 for combining letter indicia with pictorial indicia to teach phonics, reading, and spelling