

## Curriculum Vitae

### Robert L. Shepherd, MS, CMI, Fellow AMI

- Address** MediVisuals, Inc.  
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- Phone** (800) 899-2153, (804) 323-6124  
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**Web Site** [www.medivisuals.com](http://www.medivisuals.com)
- Education** Graduate with honors from the Medical Illustration Graduate Program of the Medical College of Georgia, 1980. M.S. in Medical Illustration.
- Graduate with honors from the University of North Carolina at Greensboro, 1978. B.F.A. in Painting and Print Making, Minor in Biology.
- Professional Experience** President and CEO of *MediVisuals, Inc.*, Richmond, Virginia, October 2013 to present.
- Vice President and Director of Eastern Region Operations of *MediVisuals, Inc.*, 1993 to 2013.
- Board of Directors of *MediVisuals, Inc.*, 1995 to present.
- Director of Medical Illustration, *National NeuroRehabilitation Consortium, Inc.*, Richmond, Virginia, December 1994 to 1999.
- Senior Medical Illustrator and Art Director of *MediVisuals, Inc.* Eastern Regional Office in Richmond, Virginia, 1990 to 1993.
- Quality Control Specialist and Technical Advisor for *Legal Arts* Eastern Regional Office in Richmond, Virginia, 1991 to 1993.
- Contract Illustrator for *MediVisuals Inc.*, Philadelphia, Pennsylvania, 1986 to 1989.
- Instructor, "Anatomy for the Artist", Virginia Commonwealth University, Richmond, Virginia, Fall Semester, 1986.
- Medical Illustrator, Director of Illustration Department at *Hunter Holmes McGuire Veterans Administration Medical Center* in Richmond, Virginia, 1980 to 1989.
- Internship as Medical Illustrator at the *Bowman Gray School of Medicine* Audio Visual Department. June 1980 - August 1980.
- Teaching Assistantship, Medical Illustration Graduate Program, Medical College of Georgia, 1979.
- Certification** Board Certified Medical Illustrator by an AMA approved and AMI instituted program, since first instituted in 1992 to present.

- Publications** Animation: "Neuron Suicide & Murder: *Diffuse Axonal Injury Resulting in Delayed and/or Progressive Symptoms*," an eight-minute fully narrated animation, Bob Shepherd, producer, writer, art director, 2016.
- Article: "3D Printing," Randall Scarlett, Charles Monnett, and Bob Shepherd. *Trial Magazine*, December 2015, 49-52.
- Chapter: "Basic Medicine and Anatomy for the Personal Injury Lawyer," Schosheim, Peter M., MD, FACS, and Shepherd, Robert, MS, CMI, FAMI, *Anatomy of a Personal Injury Lawsuit*, John F. Romano (Ed), Portland, Trial Guides, LLC and the American Association for Justice, 2015.
- "The Testifying Expert - Medical Illustrator Relationship", JuSTLaw (Southern Trial Lawyers Newsletter), Third Quarter 2009.
- "Medical-legal Illustration: What Health Care Professionals Should Know," International Brain Injury Association Newsletter, Issue 03 08, HDI Publishers, 2008.
- Animation: "The 'Mild' Traumatic Brain Injury," a twelve-minute fully narrated animation, Bob Shepherd, producer, writer, art director, 2006.
- Honors** Guest Lecturer: ATAA Annual Symposium, Nashville, TN, September 2017, *Understanding and Explaining How a Brain Injury is an Ongoing Process, Not an Event*.
- Guest Lecturer: VTLA A Trial from Start to Finish, Richmond, VA, September 2017, *The Development & Presentation of Supportive Imagery from Traditional to State-of-the-Art* (joint presentation with Bryan Slaughter, Esq. of Charlottesville, VA).
- Guest Lecturer: VTLA Advanced Auto Retreat, Charlottesville, VA, July 2017, *Where's the Injury in Cervical and TBI Cases?* (joint presentation with Irv Cantor, Esq. of Richmond, VA).
- Guest Lecturer: Academy of Rail Labor Attorneys, Coronado Island, CA, May 2017, *Demonstrative Aids in Depositions and Trials: Winning Tactics and Strategies*.
- Guest Lecturer: Inn of Courts, Paterson, NJ, April 2017, *Demonstrative Evidence from Traditional to Cutting-Edge Technology*. By invitation of Judge Raymond A. Reddin, J.S.C.
- Guest Lecturer: Spangenberg Litigation Institute, Cleveland, OH, April 2017, *Strategic Visualization of Evidence – Not Only at Trial but Throughout the Case* (joint presentation with Dustin Herman, Esq. of Cleveland, OH).
- Guest Lecturer: FJA Workhorse, Orlando, FL, March 2017, *Understanding & Explaining the Science of "Mild" TBI Cases: What You Need to Know to Avoid Turning Away a Seven Figure Case*.

Guest Lecturer: TTLA Symposium on Brain Injury, Nashville, TN, September 2016, *New Approaches to Demonstrating Traumatic Brain Injuries in the Digital Age*.

Guest Lecturer: VTLA Advanced Auto Retreat, Charlottesville, VA, July 2016, *A Picture Speaks a Thousand Words*.

Guest Lecturer: FJA Workhorse, Orlando, FL, March 2016, *Show and Tell: Effective Strategies for Using Demonstrative Aids to Prove Damages*.

Guest Lecturer: VTAJ, Burlington, VT, November 2015, *Creating Powerful Liability and Damages Visuals for Cases of all Sizes and Every Budget*.

Guest Lecturer: InjuryBoard Summit, Miami, FL, October 2015, *An Overview of New Options in Demonstrative Evidence*.

Guest Lecturer: Southern Alabama Trial Lawyers Association, Mobile, AL, October 2015, *Medical Demonstrative Evidence for the Routine Personal Injury Case*.

Guest Lecturer: Association of Medical Illustrators Annual Conference, Cleveland, OH, July 2015, *Trends in Medical-Legal Illustration*.

Guest Lecturer: VTLA Advanced Auto Retreat, Charlottesville, VA, July 2015, *Medical Demonstrative Evidence for the Routine Personal Injury Case*.

Guest Lecturer: APITLA National Interstate Trucking Conference, St. Louis, MO, May 2015, *Advances in Medical Imaging: New Options for Demonstrating Plaintiff Injuries*.

Guest Lecturer: O.A. Parkes Symposium & International Student Conference, Augusta, GA, March 2015, *Medical Legal Illustration: Medical Graphics Opportunities Beyond Trial and on Industry Panel*.

Guest Lecturer: FJA Workhorse Seminar, Orlando, FL, February 2015, *Technological Advances in the Development and Presentation of Visuals for Mediation and Trial*.

Guest Lecturer: FJA Workhorse Seminar, Orlando, FL, February 2015, *Demonstrating Your Case to the Jury – Creative and Innovative Demonstrative Aids in TBI Cases*.

Guest Lecturer: Southern Trial Lawyers Fall Conference, Asheville, NC, September 2014, *Demonstrating Your Case to the Judge and Jury through “Strategic Visualization”*.

Guest Lecturer: Connectionology Seminar, Dallas, TX, August 2014, *Using Technology to Develop and Present Compelling Visuals for Mediation and Trial*.

Guest Lecturer: Central Florida Trial Lawyers Conference, Orlando, FL, August 2014, *Technological Advances in the Development and Presentation of Visuals for Mediation and Trial*.

Guest Lecturer: Connectionology Seminar, Columbus, OH, March 2014, *Demonstrating Your Case to the Judge and Jury through "Strategic Visualization"* (joint presentation with Dustin Herman, Esq. of West Palm Beach, FL).

Guest Lecturer: VTLA: A series of four three-part presentations given in Richmond, Roanoke, Fairfax, and Virginia Beach, VA, October 2013, *Demonstrative Aid Blunders, Demonstrative Aid Winning Strategies, and Persuasion in Animations and Models* (joint four-hour presentations with John Romano, Esq. and Eric Romano, Esq. of West Palm Beach, FL).

Guest Lecturer: NJAJ Boardwalk Seminar, Atlantic City, NJ, April 2013, *Visual Strategies for Plaintiff Trial Lawyers: Winning the Triple Crown at Trial*, (joint four-hour presentation with John Romano, Esq. of West Palm Beach, FL).

Guest Lecturer: Taos Group Annual Conference, Jackson Hole, WY, October 2012, *Digital Interactive Timelines* (joint presentation with Kirk Morgan, Esq. of Lexington, SC).

Guest Lecturer: AAJ Jazz Fest Seminar, New Orleans, LA, April 2011, *Use of Technology and Demonstratives*.

Guest Lecturer: AAJ Annual Conference, San Francisco, CA, July 2009, (Joint presentation with Thomas C. Doehrman, Esq., Indianapolis, Indiana), *Demonstrative Evidence in Traumatic Brain Injury Cases*.

Guest Lecturer: New Jersey Justice Association Boardwalk Seminar, Atlantic City, NJ, April 2009, *Selecting a Medical Illustrator*.

Guest Lecturer: New York State Trial Lawyers Association, New York, NY, April 2009, Co-presentation with Martin Edelman (Edelman & Edelman), *Stock v. Case Specific Medical Demonstrative Evidence: Advantages and Disadvantages*.

Guest Lecturer: 360 Advocacy Institute Personal Injury Litigators Summit, Las Vegas, NV, May 2008, *The Demonstrative Architects: Those Who Truly Understand and Appreciate the Nuances in Developing Demonstrative Aids that Persuade and Tell the Truth*.

Guest Lecturer: Brain Injury Association of American National Legal Conference: Brain Injury Litigation Strategies 2008, Las Vegas, NV, April 2008, *Effective Use of Demonstrative Evidence In Brain Injury Litigation* (Joint presentation with Thomas Malone, Esq., Atlanta, GA).

Guest Lecturer: Mecklenburg County Trial Lawyers Association, Charlotte, NC, October 2007, *Medical Anatomy for Personal Injury Attorneys*.

Guest Lecturer: American Association of Justice Annual Conference, Traumatic Brain Injury Litigation Section, Chicago, IL, July 2007, *Advances in Demonstrative Evidence to Support Traumatic Brain Injuries*.

Guest Lecturer: Association of Medical Illustrators Annual Conference, Bozeman, MT, July 2007, *New Medical-Legal Presentation Techniques*.

Guest Lecturer: Maryland Trial Lawyers Workhorse Seminar, Baltimore, MD, January 2007, *Use of Demonstrative Evidence at Trial*.

Guest Lecturer: Annual Meeting of The Ethridge Society, Charlottesville, VA, October 2006, *Technologically Advanced Demonstrative Aids for Medical Malpractice Litigation*.

Guest Lecturer: American Trial Lawyers Association Annual Conference, Seattle, WA, July 2006, *Use of Technology in Medically Related Demonstratives*.

Guest Lecturer: North American Brain Injury Society's Ultimate Conference on Medical and Legal Issues in Brain Injury for Professionals, Napa, CA, October 2004, *Presenting Damages in Mild Traumatic Brain Injury Cases*.

Guest Lecturer: VTLA Advanced Brain Injury Retreat, Richmond, VA, October 2004, *Creative Demonstrative Evidence for Traumatic Brain Injury Cases*.

Guest Lecturer: Professional Education Systems Institute's Absolute Litigators Conference IX, Las Vegas, NV, April 2004, *Victory and Failure in Medical Demonstrative Aids Used in Actual Mediations and Trials*.

Guest Lecturer: Suffolk Academy of Law, Hauppauge, NY, February 2004, *Medical Illustration Options and Innovations*.

Guest Lecturer: TAOS Law Firm Retreat, Taos, NM, October 2003, *New & Innovative Medical Illustrations, Opening Statement Summary Boards and Visuals*.

Guest Lecturer: Professional Education Systems Institute's Absolute Litigators Conference VIII, Las Vegas, NV, April 2003, *New & Innovative Medical Illustrations, Opening Statement Summary Boards and Visuals*.

Guest Lecturer: North Carolina Academy of Trial Lawyers Annual Meeting, Legal Assistants Division Conference, Sunset Beach, NC, June 2002, *Effectively Using Medical Exhibits at Mediation and Trial*.

Guest Lecturer: VTLA CLE Series: "Winning Cases with Modern Evidence (Tools, Not Rules)", Richmond, VA, October 2001, *Cutting-edge Visual Evidence of Medical Injuries / Illustrating the Mechanics of Trauma*.

Guest Lecturer: Virginia Association of Defense Attorneys Medical Malpractice Section Meeting, Charlottesville, VA, May 2001, *Medical Demonstrative Evidence, Advantages and Advances*.

Guest Lecturer: Central Florida Medical Malpractice Claims Council, Ponte Verda Beach, FL, August 1998, *Addressing Issues of Delayed Diagnosis in Breast Cancer Litigation*.

Guest Lecturer: Association of Medical Illustrators, National Meeting, Toronto, Canada, Summer 1998, *Medical-Legal Illustration: The Role of the Medical Illustrator as a Consultant*.

Chairman of the Salon Judging Committee for 1997 Association of Medical Illustrators' Annual Meeting, Baltimore, MD.

Guest Lecturer: Richmond Professional Claims Association, Fall 1996, *Demonstrative Evidence Alternatives for Medical & General Cases*.

Featured Illustrator: *Airbrush Magazine*, September 1994, *The Art of Medical Illustration*.

Guest Lecturer: Association of Medical Illustrators Regional Meeting, Spring 1991, *The Use of Color in Medical-Legal Illustration*.

Salon Judge at the Association of Medical Illustrators Annual Meeting 1986, 1988, 1989.

Chairman of the Salon Judging Committee for 1986 Association of Medical Illustrators' Annual Meeting, Virginia Beach, VA.

## **Awards**

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2017.

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2017.

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2016.

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2016.

Art Director, "Award of Merit" in the Medical-Legal Animation Category, Annual Meeting of the Association of Medical Illustrators, July 2015, "Constrained Liner Hip Prosthesis: Device Failure".

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2015.

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2012.

Art Director, "Award of Merit" in the Medical-Legal Category (x2), Annual Meeting of the Association of Medical Illustrators, July 2011.

Art Director, "Award of Excellence" in the Medical-Legal Category (x2), Annual Meeting of the Association of Medical Illustrators, July 2010.

Art Director, "Award of Merit" in the Medical-Legal Category (x3), Annual Meeting of the Association of Medical Illustrators, July 2010.

Art Director, "Award of Merit" in the Medical-Legal Animation Category, Annual Meeting of the Association of Medical Illustrators, July 2010, "Cascade Effect of Single Neuron Loss".

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2009.

Art Director, "Award of Merit" in the Medical-Legal Animation Category, Annual Meeting of the Association of Medical Illustrators, July 2009.

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2008.

Art Director, "Award of Merit" (x 3) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2008.

Art Director, "Award of Excellence" (x 2) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2007.

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2007.

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2006.

Art Director, "Award of Merit" (x 2) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2006.

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2005.

Art Director, "Award of Merit" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2005.

Art Director, "Award of Merit" (x 2) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2003.

Art Director, "Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2002.

Art Director, "Award of Merit" (x 2) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2002.

Art Director, "Award of Merit" (x 2) in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2001.

"Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 2000.

"Award of Excellence" in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 1996.

“Third Place” International World Congress in BioCommunications, Patient Education Video Category. *Treating Urinary Incontinence* (Art Direction, Production, and Animation), 1994.

“Award of Merit” in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 1993.

“First Place” in the Medical-Legal Category, Annual Meeting of the Association of Medical Illustrators, July 1990.

“Best of Show” in the Mid-Atlantic Regional Meeting of the Association of Medical Illustrators, Spring 1991.

“Silver Reel of Merit” in the Health & Medicine Video Category of the Carolina Awards Festival, International Television Association. *Pressure Ulcer Prevention* (Art direction, production, and animation), 1991.

**Professional Memberships**

Professional Member of the Association of Medical Illustrators, 1984 to present.

Fellow, Association of Medical Illustrators, 2009 to present.

The Aletheia Institute, Founding Member, Co-Chair of Audio-Visual List Serve and School of Arts & Sciences to present.

The Taos Group, 2003 to present.

Public Justice Foundation, 2004 to present.

**Published Illustrations**

Cover: *American Journal of Neurosurgery – Spine: The Cloward Anterior Cervical Decompression and Fusion Technique*, May 2008.

Chapter: “Post-traumatic pain disorders: Medical Assessment and Management,” Zasler, N.D., Martelli, M.F., *Brain Injury Medicine: Principles and Practice*. N. Zasler, D. Katz, R. Zafonte (Eds.), New York. Demos Medical Publishing, LLC, 2007.

Art Director of numerous illustrations in several chapters: *Atlas of Gastrointestinal Surgery*, Michael J. Zinner, MD, McGraw Hill, Inc, 2004.

*Complex Trauma of the Foot and Ankle*, Robert S. Adelaar, M.D., et al, J.B. Lippincott, 1999.

*Gastrointestinal Diseases*, Doug Heuman, et al, W.B. Saunders Company, 1996.

Cover Illustration: “Diabetes: New Findings, Better Outcomes,” *Patient Care*, February 1995.

Cover Illustration: “Peripherally Inserted Central Catheter,” *RN Magazine*, May 1994.



Chapter: "Traumatic Brain Injury Rehabilitation in the Military," Nathan Zasler, MD, *Physical Medicine and the Rehabilitative Management of War Casualties*, Dillingham, Borden Institute, 1994.

"Impotence: Help for Erectile Dysfunction," *Patient Care*, March 15, 1994.

Cover illustration "Abdominal Trauma," *American Journal of Nursing*, November 1993.

Cover illustration: "Thrombolytic Therapy for Acute Myocardial Infarct," *American Journal of Nursing*, September 1993.

Cover Illustration: "How to Care for the Dialysis Patient," *American Journal of Nursing*, June 1993.

"How the Body Regulates Cortisol," *American Journal of Nursing*, October 1993.

"Mild Traumatic Brain Injury Medical Assessment and Intervention," *Journal of Head Trauma Rehabilitation*, 8(3): 13-29, 1993.

"What You Need to Know About Radiofrequency Ablation," *American Journal of Nursing*, July 1993.

"How to Avoid Extravasation with IV Vesicant Drugs," *American Journal of Nursing*, April 1993.

"Breathing Space: Teaching Asthma Co-Management," *American Journal of Nursing*, October 1992.

Chapter: "Neuromedical and Psychosocial Aspects of Rehabilitation After Traumatic Brain Injury," Nathan Zasler, MD, *Rehabilitation Medicine: State of the Art*, Gletcher, Wolf, and Banja, Lea and Febiger, New York 1992.

Cover Illustration "Breaking Atrial Fibrillation's Circuits," *American Journal of Nursing*, July 1992.

"Adjusting the Beat: What to Teach about Antiarrhythmics," *American Journal of Nursing*, June 1992.

Chapter: "Neuromedical Diagnosis and Treatment of Postconcussive Disorders," Nathan Zasler, MD, *Rehabilitation of Postconcussive Disorders*, Horn, and Zasler, Hanley & Belfus, inc., Philadelphia, 1992.

"Weaning from Intra-Aortic Balloon Pump Support," *American Journal of Nursing*, October 1991.

"Intra-Aortic Balloon Pumping," *American Journal of Nursing*, September 1990.

Chapter: "Complications of Dislocations," Robert S. Adelaar, MD, *Complications in Surgery and Trauma*, Lazar Greenfield, MD, J.B. Lippincott, Philadelphia, 1st & 2nd editions, 1990.

Chapter: "Complications of Abdominal Wall Surgery," Hunter McGuire, MD, *Complications in Surgery and Trauma*, Lazar Greenfield, MD, J.B. Lippincott, Philadelphia, 1st & 2nd editions, 1990.

Chapter: "Complications of Amputations," Robert S. Adelaar *Complications in Surgery and Trauma*, Lazar Greenfield, MD, J.B. Lippincott, Philadelphia, 1st & 2nd editions, 1990.

Chapter: "Complications of Intestinal Surgery," Hunter McGuire, MD, *Complications in Surgery and Trauma*, Lazar Greenfield, MD, J.B. Lippincott, Philadelphia, 1st & 2nd editions, 1990.

"Criteria for Extubation," *American Journal of Nursing*, August 1989.

"The Treatment of Complex Fractures of the Talus," Robert S. Adelaar, MD, *Orthopedic Clinics of North America* — Vol. 20, No. 4, October 1989.

"Angiographic Interpretation of Coronary Artery Disease," *Masters in Cardiology*, Summer 1988.

"Subarachnoid Hemorrhage from Ruptured Intracranial Aneurysm," *American Journal of Nursing*, May 1988.

"Big Differences in Little People," *American Journal of Nursing*, April 1988.

"Taking Care of Percutaneous Endoscopic Gastrostomy," *American Journal of Nursing*, January 1988.

Cover Illustration "Proximal Gastric Vagotomy," *Contemporary Surgery*, November 1987.

"How to Diagnose and Manage Traumatic Wrist Injuries," Robert S. Adelaar, MD, *The Journal of Musculoskeletal Medicine*, October 1987.

Cover Illustration "Placement of Radiofrequency Lesions in the Lumbar Intervertebral Foramen in a Study of Experimental Radiofrequency Neurolysis," *Journal of Neurosurgery*, August 1981.