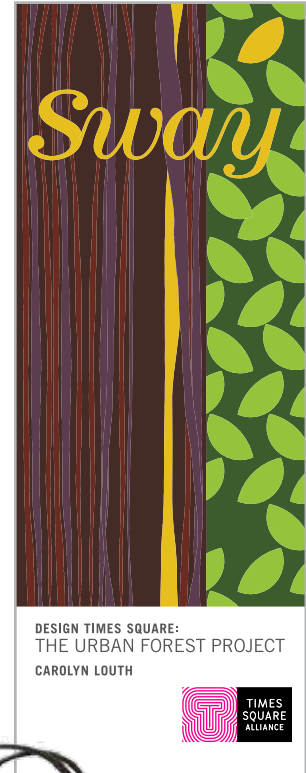


Urban Forest Project, NYC

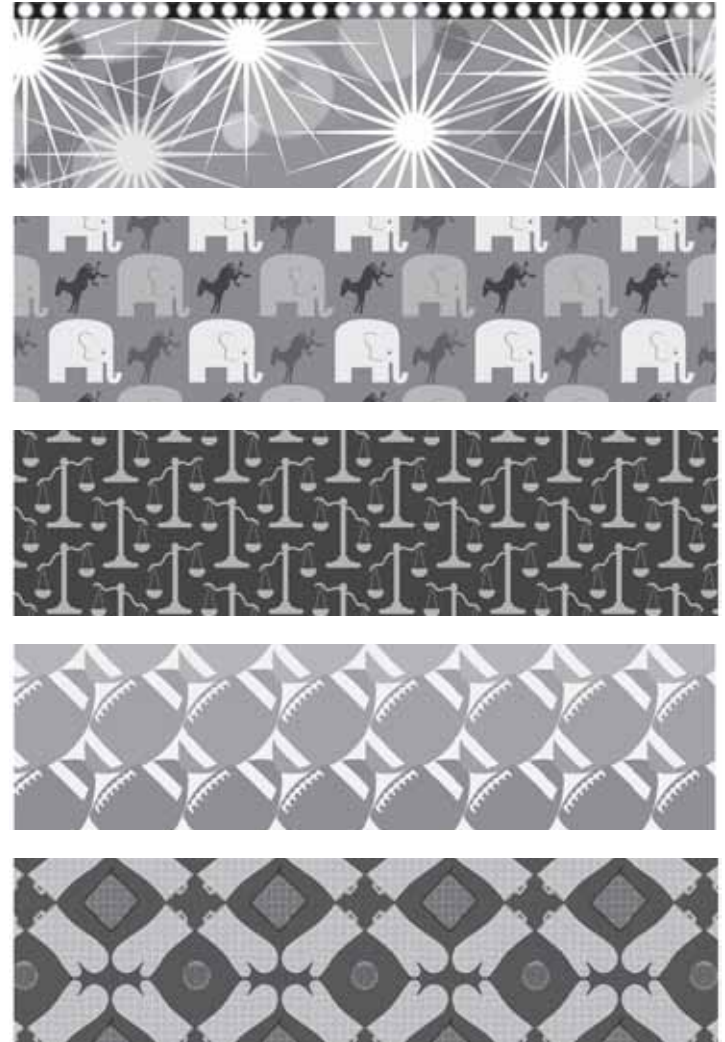
Given the theme "tree," I drew inspiration from the collective motion and vitality within Costa Rica's rain forest. My banner—one of 185 interpretations displayed in Times Square during the fall of 2006—was part of this global series' inaugural exhibition and was recycled into Jack Spade tote bags.



Q above: my banner displayed on W46th Street | at right: Illustrator file and tote bags

Embassy Row

From internal facing projects such as office templates and signage through an array of pitch booklets and the transformation of a Flash-based web site into a mobile-friendly CMS version, for over five years, I shaped and supervised the visuals at this ambitious NYC / LA production company.



Q above: <www.embassyrow.com> and sample pitch booklet covers | at right: selections from a series of thirty-three illustrated wallpapers created for the set of a game show

I improved development efforts at this production company by presenting new show ideas as visual narratives—pitches rich in detail and typography. In addition to creating custom illustrations and layouts, I also conducted photo shoots and discussed conceptual ideas and edits with copywriters.



Q above: cover and lavish photomontages from *Little Shop of Flowers*

Manhattan Ultimate Disc

I helped establish a co-ed, USA Ultimate league in Manhattan. Echoing the cityscape in which we live and play, the logo's letterforms are stacked one against the other and sport a variety of ornamentation; disc illustrations, jerseys and web site photomontages are also infused with a sense of place.



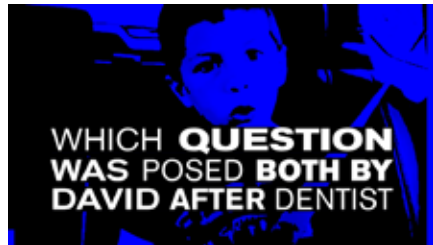
Q clockwise from top: sample disc designs from the Seasons series, <www.manhattanultimate.com>, selected discs from the UltiSpeak and Playing Fields series

Inspired by the annual report I had designed, HSTAT decided to rebrand. I introduced the tag line and crafted a logo reminiscent of the original but that conveyed inclusivity and wellness. The droplets, like its members, are at once coming together and reaching out; "health" is the common goal.



Q clockwise from top: rebranded logo, perfect-bound annual report cover (featuring former logo) and spreads

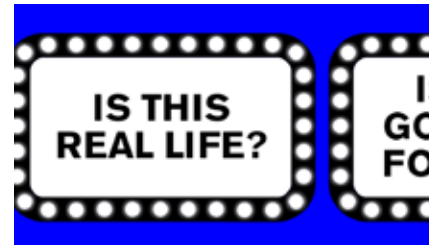
As part of the development team that led several YouTube initiatives for Pepsi, I helped channel our research and expertise into the viral video trivia game Win/Fail. In addition to designing its visual identity and meticulously storyboarding over fifty questions, I also created a host of banner ads.



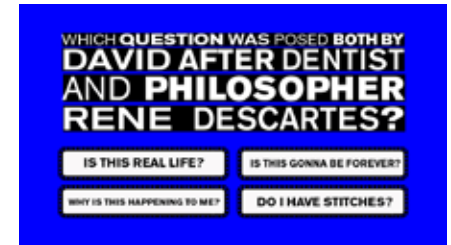
1a



1b



1c



1d



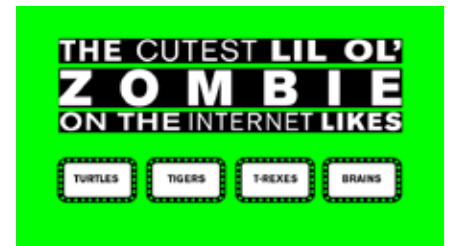
2a



2b



2c



2d

Q above: storyboards and logo design for <www.youtube.com/winslashfail>

I love to collaborate, and at this production company, I worked with producers, editors and programmers to create multiplatform content across the slate. Below, I established the look and visual vocabulary for a fashionable series of shorts on ELLE.com—layering vintage pattern like heavy eyeliner.



1a



2a



3a



1b



2b



3b



1c



2c



3c

Q above: title treatments

The Writing Marathon

Ever since I can remember, my dad has led “writing marathons” in New Orleans where participants—after a brief introduction—depart in small groups to eat, drink and write their way across the city. For the publication of his anthology, I designed a logo, book cover and reception materials.



Q above: perfect-bound book cover design | at right: logo design and scene from the launch party

An interest in environmentally friendly design led me to lunch with Think Greene Creative and resulted in several projects! Seen below is a 28-page, perfect-bound annual report for which I presented multiple directions before developing a grid, selecting images and producing an InDesign layout.



OUR MISSION

The NYU Pollack Center for Law & Business is a joint venture of the NYU School of Law and the Stern School of Business that aims to bring together legal scholars, thoughtful professionals and experts in business and finance to advance our understanding of the ways in which legal rules affect business behavior and to improve professional education in law and business.

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LETTER FROM THE DIRECTOR

When, through the vision of former Law School Dean John Sexton and Stern School Dean George Delo, the NYU Pollack Center for Law & Business was established in 1998, the aim of our center was to promote collaboration by students and faculty of the Law School and the Stern School. This brief report of the Center's activities over the last few academic years presents a natural snapshot of how that vision has been realized. We hope you will agree that the regular activities of the Center and its periodic, special projects, more than satisfy the high expectations and hopes all those involved both with its founding and with its growth have had.

As an important part of its activities, the Pollack Center has initiated courses designed to bring MBA and law students into the same classrooms to work together as teams, sometimes on the analysis of major real-world transactions. It annually sponsors scholarly conferences, such as the NYU Penn Law & Finance Conference (see page 22 in this report), it sponsors other professional-level engagements, such as its co-sponsoring, with Cambridge University Judge School of Business and the Guanghua School of Business at Beijing University, of the global Cross-Border M&A Conference (page 16), or its Directors' Institute, which annually produces what we believe is the best analytical review and discussion of corporate governance in the nation (page 17); in addition, the Center brings in guest speakers to help students connect the material they learn in class with real-world experiences of active professionals; it works with students to arrange student summer internships relating to legal regulation of business, and provides opportunities for faculty to discuss their corporate governance-related research. Finally we have been highly successful in helping to train a limited number of great graduate students who seek to begin a career of law teaching. Our program alumni now include young professors teaching at University of Arizona Law School, UCLA Law School, NYU School of Law, and this year our second program scholar will leave for his first tenure track appointment at Boston University School of Law.

Almost 13 years after its founding, the Pollack Center is no longer "the only kid on the block." We have worked closely with the Mitchell Jacobson Leadership Program in Law & Business at the Law School to train 2-3 students in business-related matters and with others in the Stern School who share the vision of promoting professional education by opening the pathways between the Stern School and the Law School. The portfolio of "Law & Business" courses has grown substantially over the years, and the opportunities to make a positive difference in the education of young professionals remain many and exciting.

For our progress I want most importantly to thank those whose generosity helps promote the work, especially Lester Pollack, and the staff of the Pollack Center: Associate Director Hilary Peck and Program Coordinator Harold Jennings. I hope you enjoy paging through this brief report; naturally we welcome comments and suggestions, and are grateful for your support.

Sincerely yours,

William T. Allen



"There will always be M&A..."

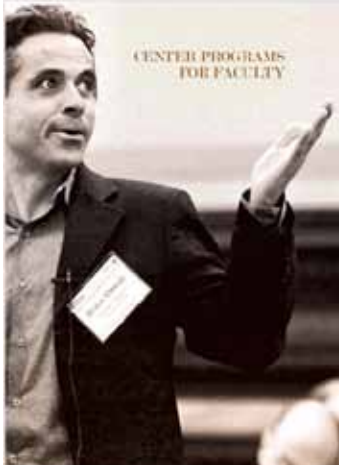


WallStreet's Key Players Define the Future of M&A


In October 2008, WallStreet gathered the leading defense attorneys from some of the nation's top law firms to discuss the future of mergers and acquisitions in the wake of the global financial crisis. The event was a high-profile and high-stakes discussion, with the nation's top law firms and their leading attorneys in attendance.

Defense attorneys, some of whom are former Wall Street lawyers, are the future of M&A. The future of M&A is not just a legal matter, it is a business matter. The future of M&A is not just a legal matter, it is a business matter. The future of M&A is not just a legal matter, it is a business matter.

WallStreet's key players are the future of M&A. WallStreet's key players are the future of M&A. WallStreet's key players are the future of M&A.



CENTER PROGRAMS FOR FACULTY



NYU PRESS

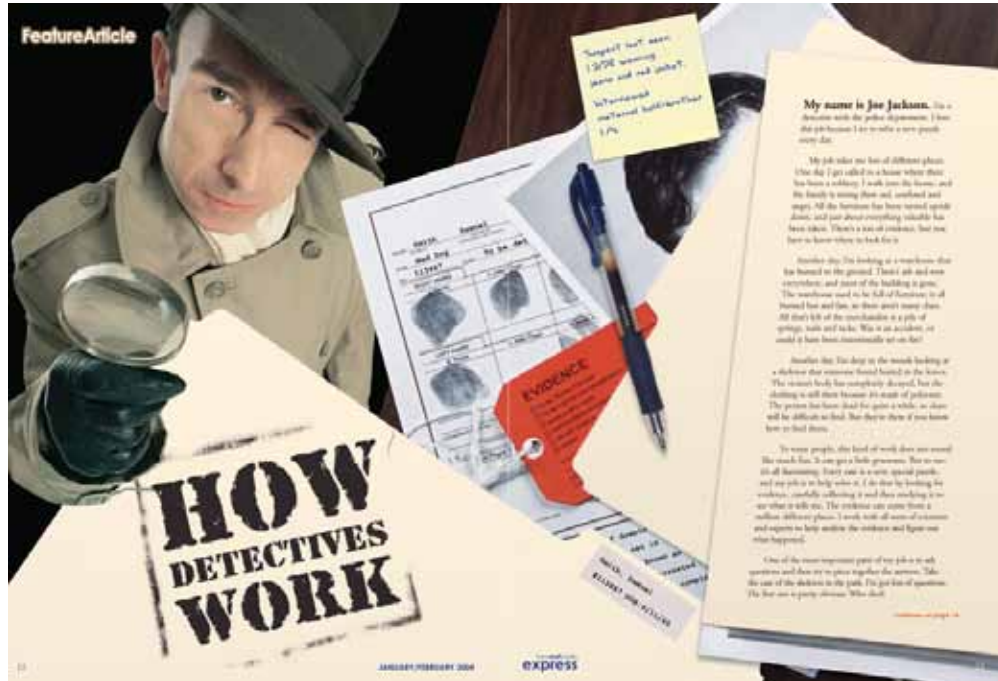
A Partnership in Law & Finance

In February 2010, the Center sponsored a discussion on the intersection of law and finance. The event was a high-profile and high-stakes discussion, with the nation's top law firms and their leading attorneys in attendance.

The event was a high-profile and high-stakes discussion, with the nation's top law firms and their leading attorneys in attendance.

Q above: sample spreads from a perfect-bound annual report for NYU Pollack Center for Law & Business

As senior designer in the HSW creative department, I worked with an editorial team to produce an educational kids' magazine. For the feature article on detectives, I proposed a "case-in-progress" concept which led to me fingerprinting a coworker and photographing "evidence" for use in my spreads.



Q above: editorial layouts

Taproot Foundation, Pro Bono

Arts Engine is a multifaceted media organization, and the challenge of this branding project was to develop a singular voice while presenting its many programs. As for Groove With Me, the brochure is kinetic and joyful. Led by key words and colorful beats, the panels engage readers as they unfold.



Q above: cover and sample spreads from a 16-page booklet | at right: cover and brochure panels shown flat (17" x 9") and accordian folded



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