



scheningcreative
GRAPHIC DESIGN AND ILLUSTRATION

The projects in this portfolio represent a selected sampling of my graphic design and illustration work. Please review the included samples and feel free to contact me with any questions you may have concerning the work, or my availability to help you with any upcoming projects.

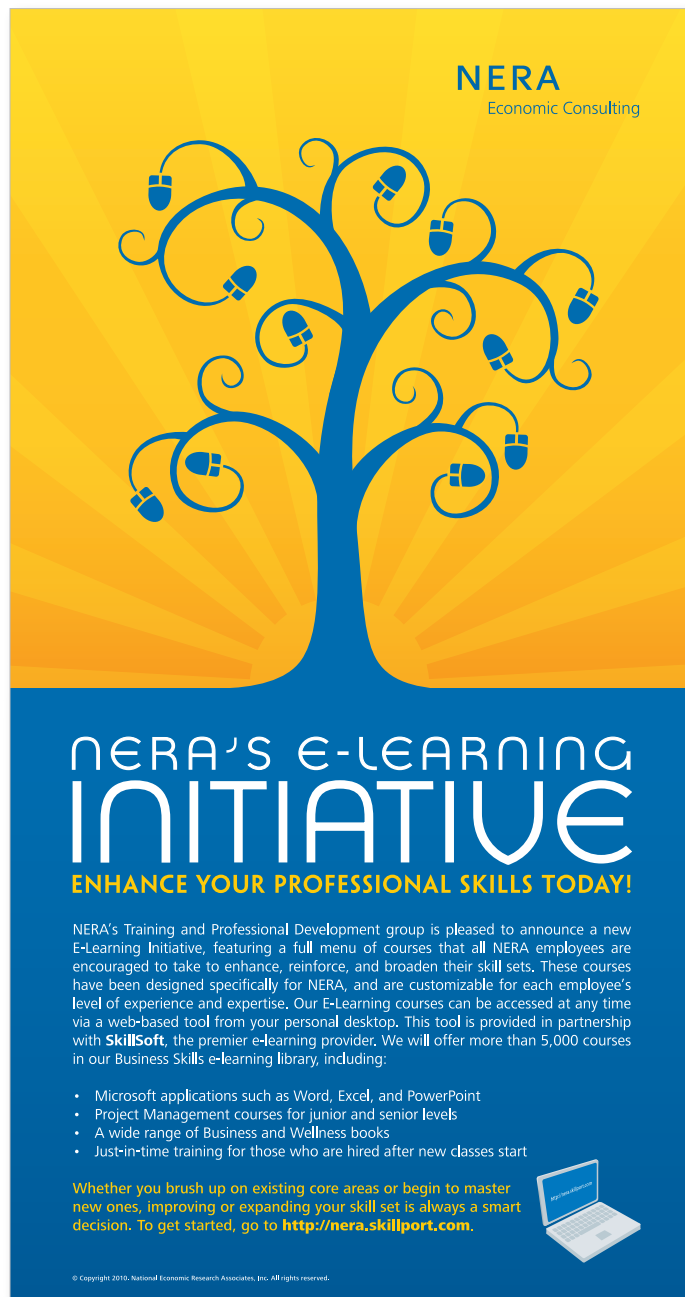
About ScheningCreative

ScheningCreative is the design and illustration firm of Arthur Schening. I have over 20 years of experience in commercial art. In those years I have been a designer, an illustrator, an art director, and, most recently, the Creative Director for an international economic consulting firm. Throughout my career I have worked with most every type of client, and on most types of projects. I have extensive experience managing a range of large and small projects, including printed materials, advertisements, websites, and exhibits and signage, and have also designed and developed creative for new corporate rebranding. I have worked both independently as well as with teams of designers and web developers, art directed photographers and illustrators, and coordinated extensively with printers and vendors.

The goal of ScheningCreative is to design and produce materials that effectively and creatively communicate your intended message. I am a firm advocate of keeping designs simple and clean. ScheningCreative is located in Arlington, VA.

If you're interested in working with me, please drop me an email.

Arthur Schening
arthur@scheningcreative.com



Graphic Design and Illustration

Project: **NERA E-Learning Initiative**

Material: Poster

Client: NERA Economic Consulting

The e-learning initiative was a program for the employees of NERA Economic Consulting, which promoted continuing education through a series of online courses. The concept behind the illustration was a stylized tree—representing education—with an online tie-in expressed by the computer mouse leaves.

Spring 2010

NERA
Economic Consulting

NERA Focus: Canada

A Newsletter on NERA Activities in Canada

www.nera.com

Welcome to *NERA Focus: Canada*, a publication from NERA Economic Consulting intended to keep you informed of our activities in Canada, including recent news, events, publications, case work, and staff developments.

NERA is a global firm dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With offices throughout North America, Europe, and Asia Pacific, NERA's capabilities are well-matched to the demands of a global market. We bring academic rigor, objectivity, and real world industry experience to bear on issues arising from competition, regulation, public policy, strategy, finance, and litigation.

NERA's Toronto office provides economic analysis, advice, and expert witness testimony in areas including antitrust and competition policy, commercial litigation and damages, GAAP and GAAS analysis, intellectual property, valuation, and securities litigation.



NERA Toronto Hosts Intellectual Property Seminar on Damage Quantification in Patent Litigation

There have been significant developments over the last few years in Canadian and United States courts in the calculation of damages for patent infringement. NERA's Toronto office recently hosted "Damage Quantification in Patent Litigation: Putting the 'Reasonable' in Reasonable Royalty Rate Determinations," which focused on the economic and business principles underlying the appropriate and rational determination of damages, and the extent to which courts in North America appear to be imposing a rational basis for damage awards. The seminar included discussion of the principles generally applicable in the valuation of intellectual property. Speakers included Bruce W. Stratton, a Partner at Dimock Stratton LLP, and NERA Senior Vice Presidents Mark Berenblut and Dr. Alan Cox. NERA Vice President Bradley Heys served as moderator.

Insight in Economics™

Graphic Design

Project: **NERA Focus Canada**

Material: Newsletter

Client: NERA Economic Consulting

NERA Focus: Canada is a quarterly newsletter describing NERA Economic Consulting's expertise, client work, and recent projects in Canada.

Expert **ECONOMICS**

To find out about NERA's other Toronto experts visit www.nera.com

COURTROOM

CANADA



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Mr. Heys' expertise is in the fields of economics, finance, and financial investigation. He performs economic analyses for securities litigation, antitrust class actions, and other complex commercial litigation, and has conducted financial investigations of public companies for both class action and corporate matters. Mr. Heys also conducts business and securities valuations for corporate and public sector clients. He teaches a graduate level course in Economic Analysis of Law at the University of Toronto.

Prior to joining NERA, Mr. Heys was a Director at Berenblut Consulting Inc., where he provided economic, finance, and investigation expertise for the legal and business communities and the government. He also previously worked for an investment advisory firm, where he developed quantitative hedge strategies. Mr. Heys is a Certified Fraud Examiner. He obtained a JD from the University of Toronto and an MSc in economics from Queen's University, and he has completed the course requirements for his PhD in economics at the University of Toronto.

Mr. Heys performs economic analyses for securities litigation, antitrust class actions, and other complex commercial litigation, and has conducted financial investigations of public companies for both class action and criminal matters.

NERA is pleased to announce that Dr. Jennifer Shulman, an expert in international transfer pricing, has joined the firm as a Vice President in our Toronto office.

Dr. Shulman specializes in the fields of transfer pricing, international trade, and political economy. Prior to joining NERA, Dr. Shulman was a Managing Director in KPMG LLP's economic valuation and transfer pricing practice, where she specialized in domestic and cross-border transactions involving complex transfer pricing issues. Her expertise includes advising and structuring international transfer pricing and taxation issues and cross-spectrum industry and product comparable analysis. Dr. Shulman has documented, planning, advance pricing agreements, and commodity resolutions, including working closely with global transfer pricing audit defense and settlements with revenue authorities in several jurisdictions. She advised companies with determining global transfer pricing policies in conjunction with supply chain planning and merger and acquisition integration, including the intercompany pricing of intellectual property, intercompany financing arrangements, and services transactions.

Prior to KPMG, she worked for Ernst & Young LLP's international transfer pricing group. Dr. Shulman has been a speaker at several transfer pricing and international tax conferences. She received her PhD and MSc in political science from the University of Michigan, with a major in international political economy and a minor in statistical and quantitative methods. Her dissertation studied US trade disputes with Canada, the EU, and Japan. She worked for IBM with various IBM divisions.

NERA Economic Consulting Provides Pro Bono Expert Analysis in European Court of Human Rights Case

Expert financial analysis by NERA Senior Vice President Mark Berenblut played a key role in helping secure a financial settlement in the case of *Tanar and Others v. Romania* before the European Court of Human Rights.



Background

The case involved around 24 Romanian nationals of Roma descent who were forced to flee their village of Balintin Deal after a series of over 2,000 non-Roma individuals, including Balintin public officials, attacked the Roma community and destroyed their homes. Since their expulsion, the Roma families have been unable to return to their village and have not found meaningful work since the attack.

NERA Role
The NERA team, led by Senior Vice President Mark Berenblut, investigated the economic circumstances of each of the plaintiffs, a challenging process since the expelled plaintiffs did not have available records. The existing data was supplemented with statistics from the National Institute of Statistics of Romania, the National Bank of Romania, and the US Central Intelligence Agency. Using this information, the NERA team determined the past and future income losses of the Roma families. Mr. Berenblut presented the European Court with his assessment of the economic losses suffered by the families following their exile from Balintin Deal, Romania.

The Result

Mr. Berenblut's report formed the economic basis for the damages awarded by the European Court of Human Rights. The European Court of Human Rights found in favor of the plaintiffs and equated a settlement to be paid by the government of Romania.

NERA fosters a corporate environment that supports and encourages its consultants to use their industry skills and expertise to assist with issues that are important to the public at large.

NERA Expert Involvement

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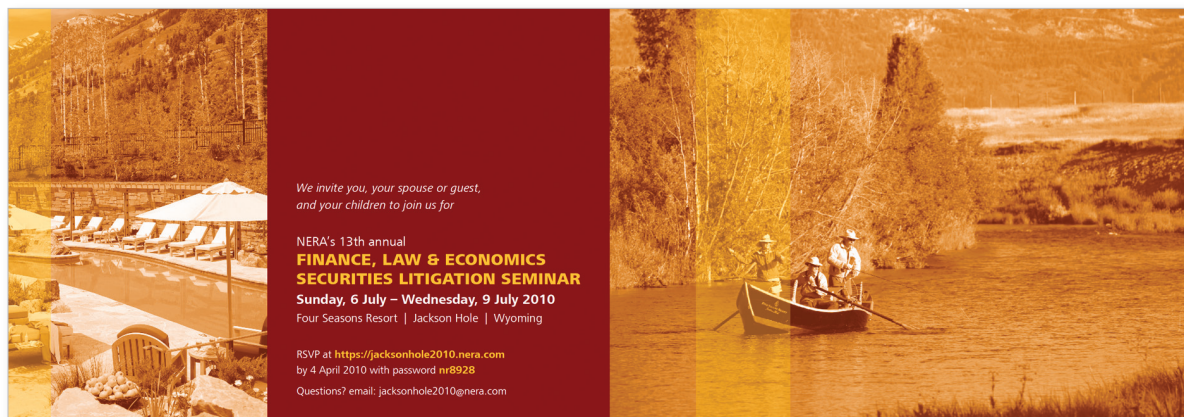
Graphic Design

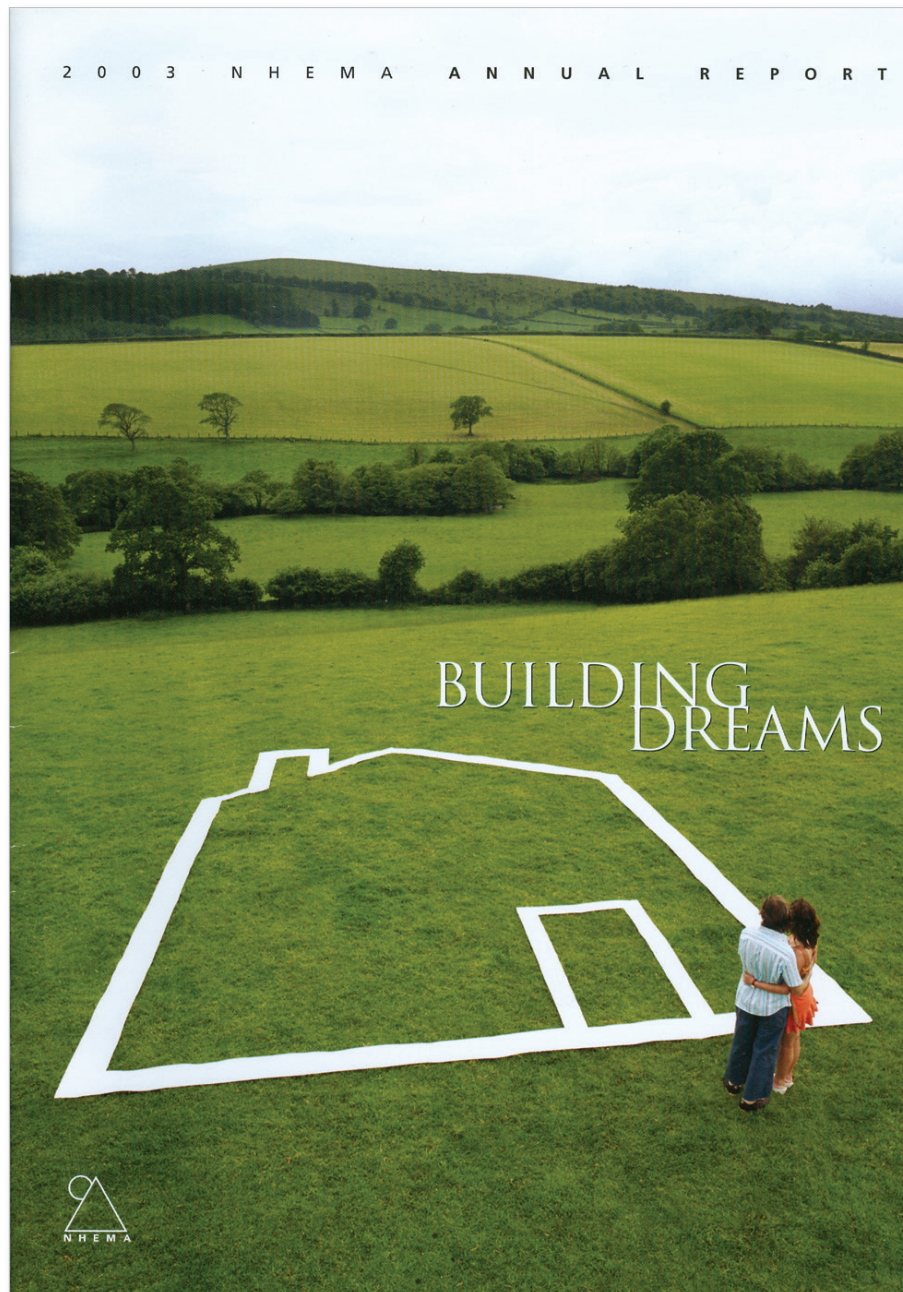
Project: **Jackson Hole**

Material: Seminar Invitation

Client: NERA Economic Consulting

This is an invitation to a Finance, Law & Economics Securities Litigation seminar that NERA Economic Consulting hosts for clients and potential clients each year. This particular seminar was held during the summer at a resort in Jackson Hole, Wyoming.





Graphic Design

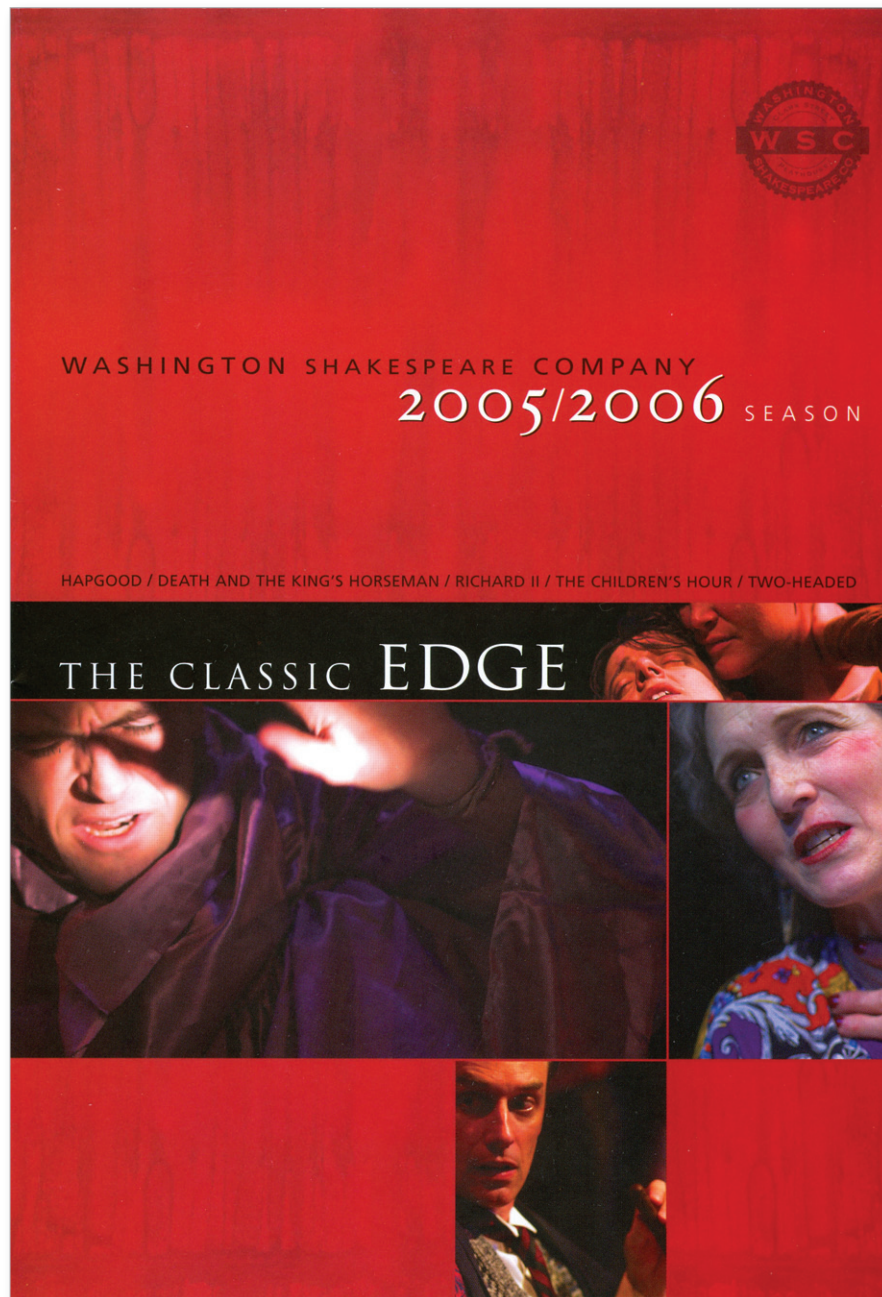
Project: **Building Dreams**

Material: Annual Report

Client: National Home Equity Mortgage Association

This annual report for the National Home Equity Mortgage Association, Building Dreams, highlighted the benefits of sub-prime lending for consumers during a period when there was strong political pressure to more tightly control sub-prime mortgages.





Graphic Design

Project: **The Classic Edge**

Material: Season Brochure

Client: Washington Shakespeare Company

The Washington Shakespeare Company is a regional theatre company that does more than just Shakespeare. This brochure described the company's upcoming season of offerings, from ancient Greece to contemporary America.





Illustration and Design

Project: **Seminar Poster**

Client: NERA Economic Consulting

Media: Adobe Illustrator

NERA Economic Consulting's Securities and Finance Practice holds a fun, themed seminar weekend each summer for current and potential clients. The theme for this particular seminar was espionage. I created a number of illustrations for posters and various seminar materials in a style that paid homage to cold war spy thrillers.





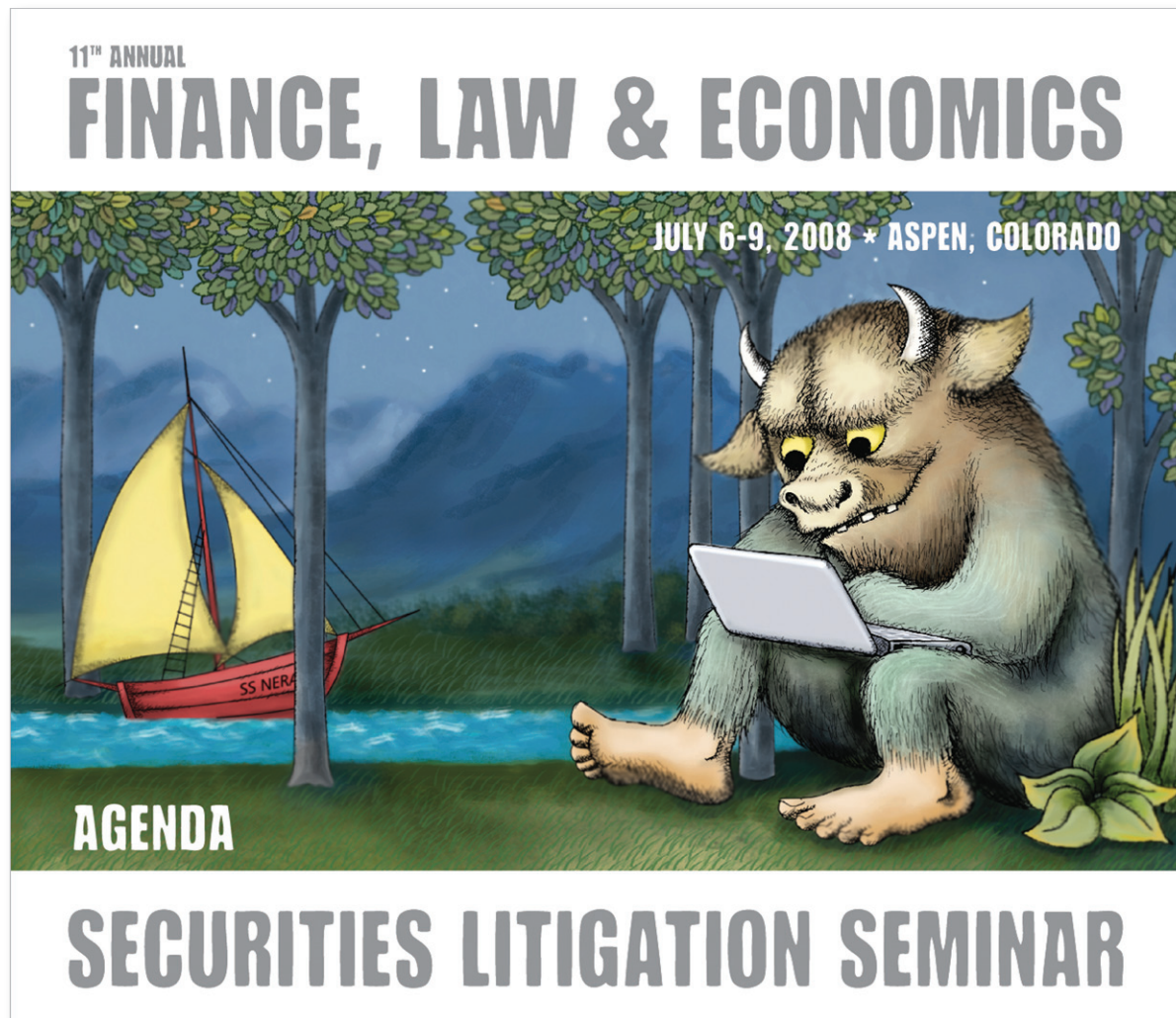
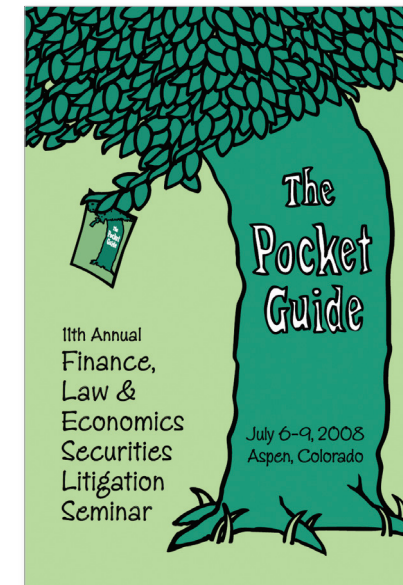
Illustration and Design

Project: **Seminar Materials**

Client: NERA Economic Consulting

Media: Pen and Ink, Photoshop, Adobe Illustrator

NERA Economic Consulting's Securities and Finance Practice holds a fun, themed seminar weekend each summer for current and potential clients. The theme for this particular seminar was classic children's books. I created a number of illustrations for posters and various seminar materials, including a take on Maurice Sendak's *Where the Wild Things Are*, which was used as the cover for the seminar agenda.





Illustration

Project: **Web Banner Ad**

Client: Tropical Exotics

Media: Adobe Illustrator

This stylized and fun representation of jungle wildlife was created for a web banner ad for an exotic pet supply company.



Illustration and Design

Project: **Holiday Card**

Client: NERA Economic Consulting

Media: Adobe Illustrator

This stylized and graceful dove was created as a design option for NERA Economic Consulting's corporate holiday card.



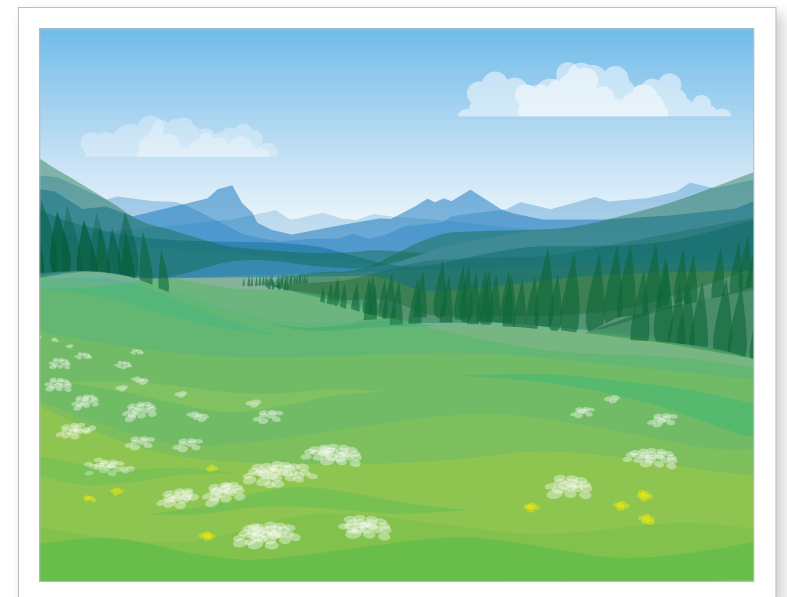
Illustration

Project: **Seminar Posters**

Client: NERA Economic Consulting

Media: Adobe Illustrator

These illustrations of the Aspen, Colorado landscape were created as potential seminar posters for NERA Economic Consulting's annual marketing seminar.

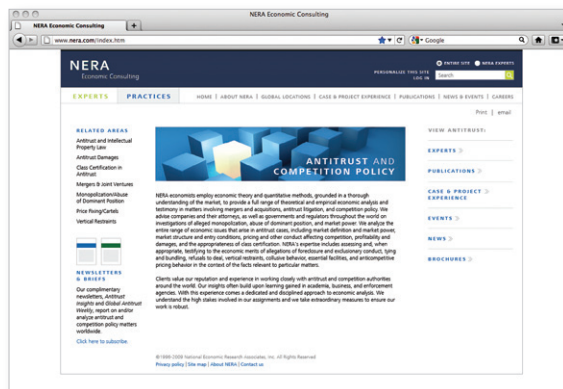
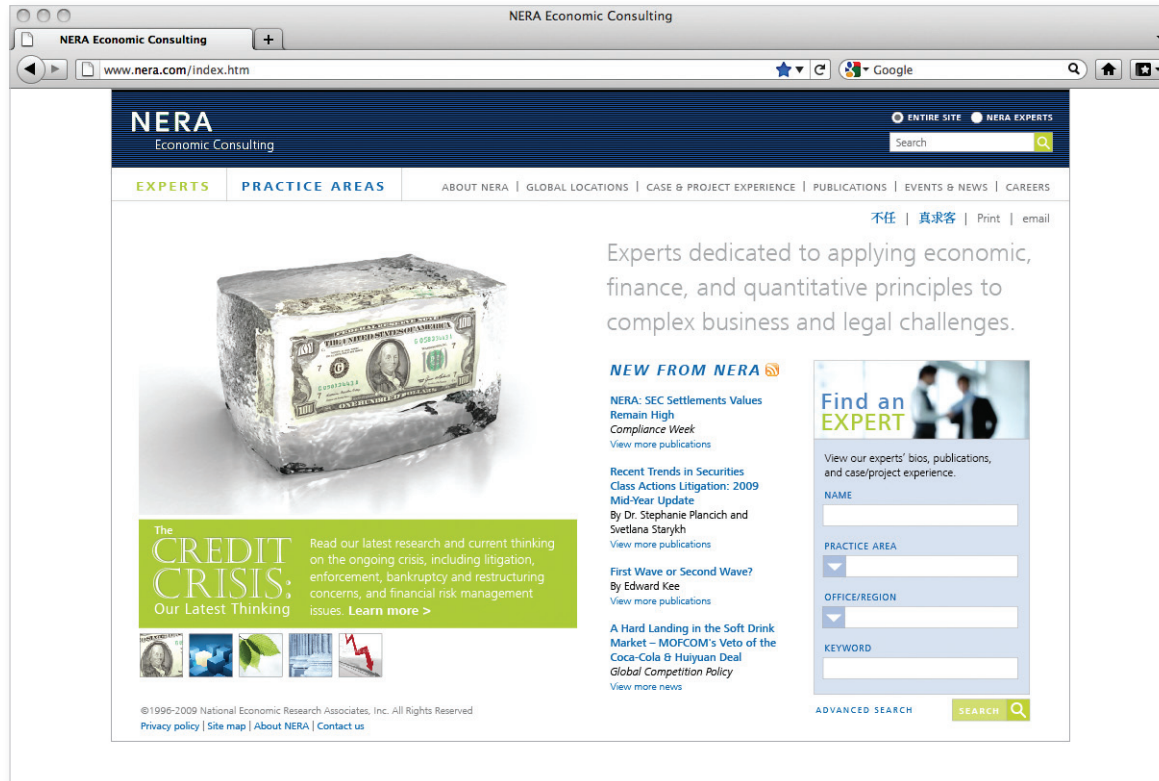


Online Design

Project: **Corporate Web Site**

Client: NERA Economic Consulting

As Creative Director at NERA Economic Consulting, I worked with a small team within the marketing department to redesign and re-strategize the company brand. This endeavor included a complete design overhaul of the company's global website. Throughout the building of the redesigned site, I consulted with a team of internal web developers from NERA's parent company, Oliver Wyman. I also art directed several photo shoots used in the Careers section, and closely collaborated with the illustrator hired to create the new brand cube artwork.



Online Design

Project: Theatre Company Web Site

Client: Washington Shakespeare Company

The Washington Shakespeare Company (WSC) was a pro-bono client of Potomac Communications Group (PCGpr), where I worked as Art Director. I designed, built, and maintained the WSC website while working for PCGpr, and continued to maintain the website for a short time after leaving PCGpr.





Unistar Nuclear

Client: UniStar Nuclear

UniStar Nuclear is an energy company that promotes a new way to deliver safe, cost-effective, and reliable nuclear energy in North America.



Center for Global Peace

Client: American University

The Center for Global Peace is a program at American University promoting peace education, civic engagement, nonviolent conflict resolution, and sustainable development research and practices in diverse regional and functional areas.



IRC

Client: NERA Economic Consulting

The IRC is the internal research center of NERA Economic Consulting, an international economic consulting firm.



NHEMA

Client: National Home Equity Mortgage Association

NHEMA was the national association of sub-prime mortgage companies. The organization has since merged with Mortgage Bankers Association.



Buzzbuilder

Client: Buzzbuilder.com

Buzzbuilder.com was an online marketing and public relations website that specialized in assisting market start-up companies.



Clean & Pure Kids

Client: Clean & Pure Kids, Inc.

Clean & Pure Kids, Inc. is a non-profit mentoring and career development organization providing academic and personal support to underprivileged youth in the Washington, DC area.

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