



**Adam W. Wirtzfeld**

DIRECTOR – VISUAL COMMUNICATIONS  
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With 19 years of experience as a graphic designer, 16 creating graphics for litigation, Adam is an accomplished visual storyteller who is adept at explaining complex ideas through a careful combination of words and images. Before joining Litigation Insights, he worked for several years as a user-interface designer, which strengthened his abilities to logically and clearly explain difficult concepts and processes to jurors.

As our Director of Production, Adam oversees and helps design and plan a wide variety of concepts with his design team and animators. Adam works directly with trial teams to identify communication challenges and create compelling visual presentations that convey the necessary messages, while matching the team’s presentational style and budget. His experience in thematically communicating case themes has proven effective in front of juries, judges and arbitrators in diverse venues around the country.

**Education**

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- Joe Kubert School of Cartoon and Graphic Art, Visual Storytelling, Design and Illustration
- B.A., Philosophy and German, Grinnell College
- Albert Ludwigs Universitaet, Freiburg im Bresigau, Germany
- Art Students League of New York, NY

**Professional Experience**

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- 2011- Director – Visual Communications  
Litigation Insights, Inc.  
Eagan, MN
- 2004-2011 Visual Design Consultant  
Litigation Insights, Inc.  
Eagan, MN
- 2000-2003 Art Director, User Interface Department  
Universal Talkware Corporation  
Minneapolis, MN

2000- Freelance Designer, Technical Illustrator, and Cartoonist  
Wrench in the Works Graphics  
Minneapolis, MN

### **Selected Articles, Publications and/or Presentations**

- Wirtzfeld, A.W. & Ilg, J. (2020). [PowerPoint's Clipboard Tool: Copying Slides Between Trial Presentations with Ease](#). *Insights*.
- Bloomberg, A., Wirtzfeld, A.W. & Ilg, J. (2019). Millennials and Gen-Xers Are in Your Jury - Are You Ready? *CLE Presentation for Minnesota State Bar Association*, Minneapolis, MN.
- Bloomberg, A., Wirtzfeld, A.W. & Ilg, J. (2019). Baby Boomers, Millennials and Gen-Xers Are in Your Jury - How Best to Prepare? *CLE Presentation for Hellmuth & Johnson*, Minneapolis, MN.
- Bloomberg, A., Wirtzfeld, A.W. & Ilg, J. (2019). Millennials and Gen-Xers On Your Jury. *CLE Presentation for MPA Annual Convention*, Inver Grove Heights, MN.
- Wirtzfeld, A.W. & Ilg, J. (2018). Millennials and Gen-Xers Are in Your Jury: Communicating with Them Through Trial Graphics. *October Minnesota Association of Paralegals Meeting, Fox Rothschild LLP*, Minneapolis, MN.
- Bloomberg, A. & Wirtzfeld, A.W. (2015). Multigenerational Jurors' Attitudes and Effective Storytelling through Trial Graphics. *CLE Presentation for Fredrikson & Byron, PA*, Minneapolis, MN.
- Wirtzfeld, A.W. (2014). [Trial Graphics and the New Widescreen Format in PowerPoint: A Review](#). *Insights*.
- Wirtzfeld, A.W. (2013). Effective Use of Timelines in the Courtroom. *Minnesota Association for Justice Wrongful Death Seminar*.
- Wirtzfeld, A.W. (2012). Demonstrative exhibits today: Developing and exceeding your communication strategy. *Presentation for Larson King*.
- Wirtzfeld, A.W. (2012). [Using Microsoft Office's Clipboard Tool within PowerPoint: Moving Slides from Presentation to Presentation with Ease](#). *Insights*.
- Wirtzfeld, A.W. & Featherly, R. (2011). PowerPoint 101: An interactive workshop. *Presented at International Association of Defense Counsel Midyear Meeting*.
- Wirtzfeld, A.W. (2011). Effective use of presentations in trial: Basic rules – People (even judges and GCs) think in pictures. *Presentation for Stoel Rives*.
- Wirtzfeld, A.W., Bloomberg, A. & Featherly, R. (2011). [Basic Rules for Presenting Yesterday's PowerPoint Presentations with Today's Software](#). *Insights*.
- IADC 2007 Mid-Year Meeting: *Beginning PowerPoint Workshop CLE – A Hands-On Experience for Trial Lawyers*.