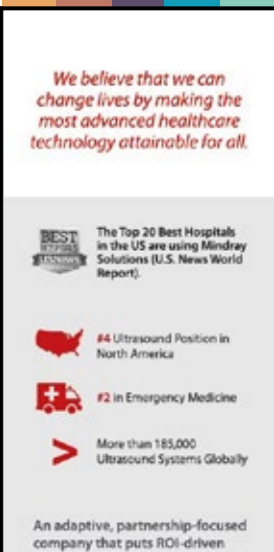
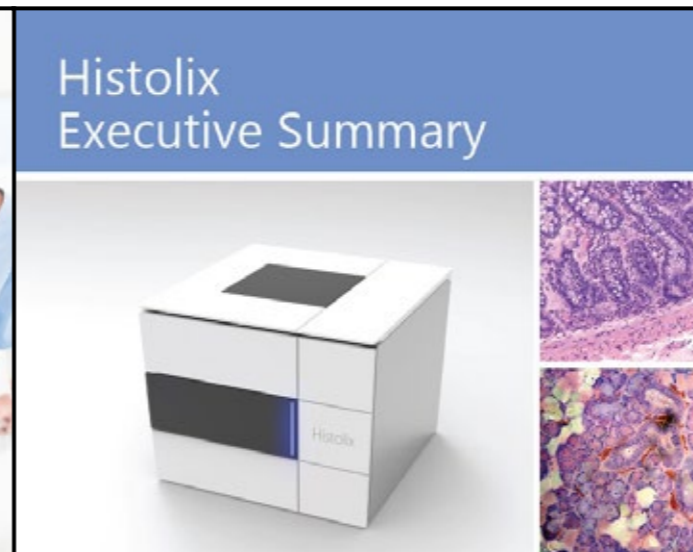


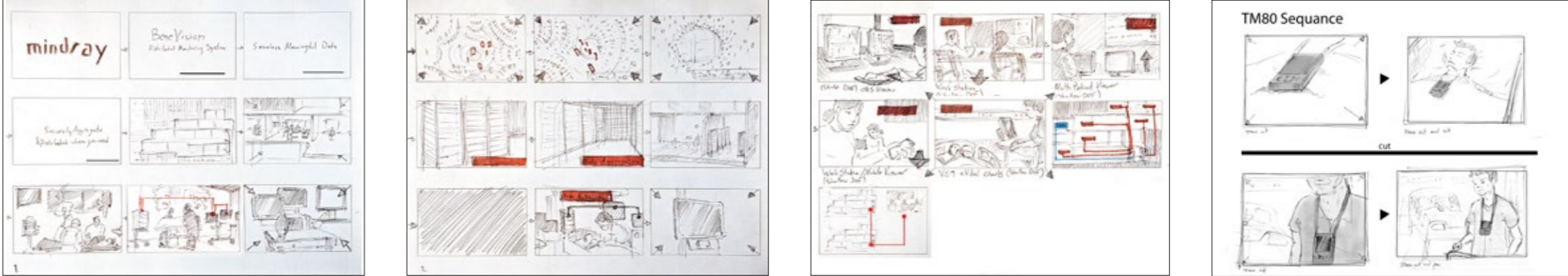
# LIOR TAYLOR

## Senior Visual Communication Designer

Brand Development | Technical Communications | Visual Storytelling



# Technical Communication



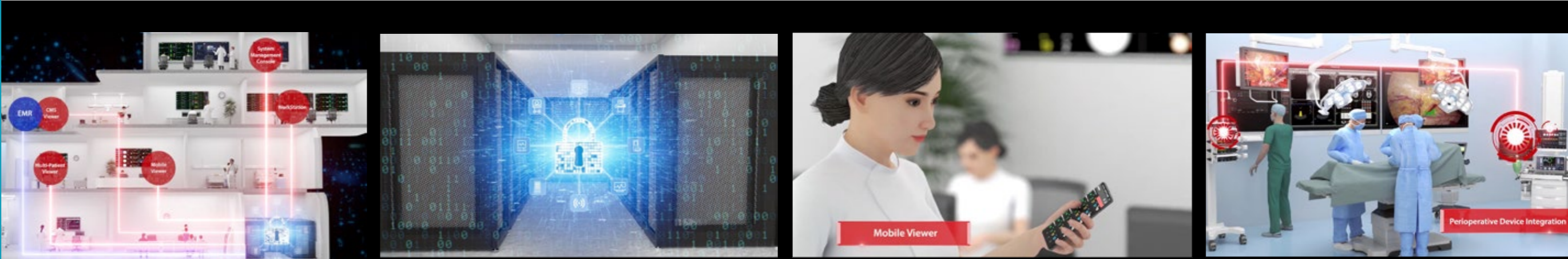
Working directly with product managers and marketing stakeholders, I developed storyboards and visual concepts that transformed technical requirements into a narrative focused on data flow, connectivity, and clinical workflows.

## Challenge

Mindray needed to communicate how its enterprise patient monitoring ecosystem connects devices, departments, and clinical workflows across a healthcare organization. Starting with a static 3D hospital model, I proposed and developed a visual narrative that transformed complex system architecture into an accessible story.



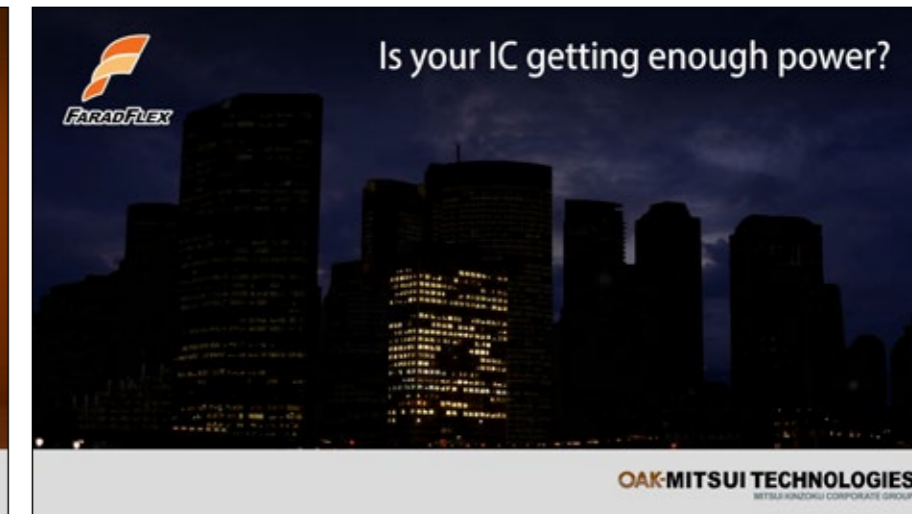
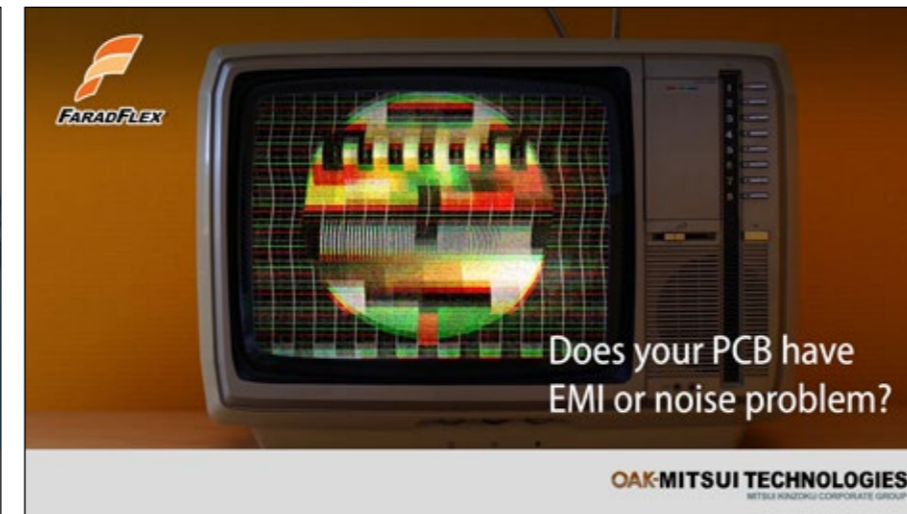
Developed storyboards, animated sequences, and visual communication concepts that translated complex enterprise monitoring workflows into an accessible visual narrative.



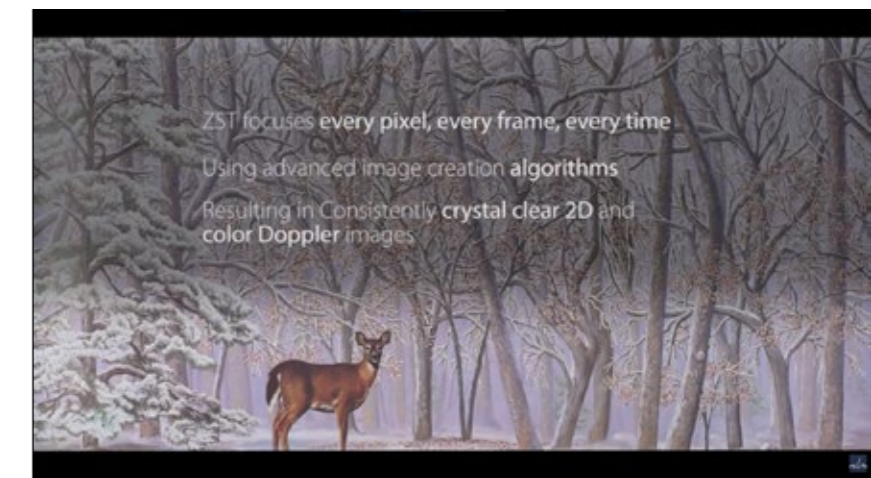
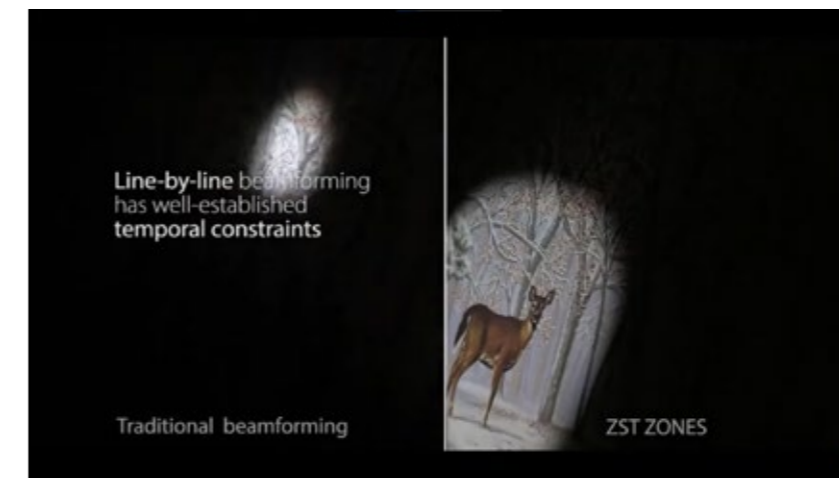
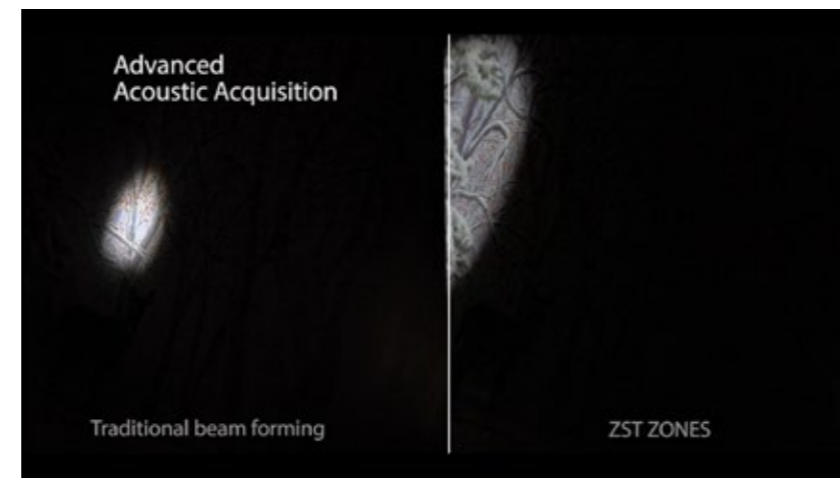
The final video served as the centerpiece presentation for a national trade show product launch and was later expanded for public-facing marketing and product education.

[▶ Play Video](#)

# Explaining Complex Concepts



Developed visual metaphors using familiar real-world imagery to communicate resonance, signal integrity, and power delivery concepts for engineering audiences.



**Challenge:** Communicate advanced ultrasound acquisition technologies to imaging professionals.  
**Approach:** Developed and filmed practical visual demonstrations using artwork and controlled lighting to illustrate image clarity, expanded acquisition zones, and full-frame data capture.



Applied visual storytelling and analogy-based communication to explain complex engineering and medical technologies for professional audiences.

# Brand Development & Identity

ziosoft

ziostation2™

Specialty Applications

2020A

ziosoft

Explore ECV-CT for TAVR Analyses from Ziosoft

A recent study by leading cardiologists demonstrated excellent correlation of extracellular volume fraction (ECV) computed tomography with gold standard ECV magnetic resonance (MR) in patients undergoing transcatheter aortic valve replacement (TAVR) evaluation. The study utilized protocols from Ziosoft, which offers one of the only commercially available ECV-CT analysis solutions. PLUS – the same platform enables a wide variety of other cardiac analyses tools.

CT TAVR planning also can evaluate ECV to indicate severity of amyloidosis. With the ZioStation2 CT myocardial ECV application, CT TAVR planning can help analyze standard CCTA (Coronary CT Angiography) and dual energy studies for detection of amyloidosis in patients undergoing TAVR.

ziosoft

Beyond Advanced Visualization

Join Ziosoft at RSNA 2021

Introducing ZIOflex from Ziosoft

At Ziosoft, we passionately believe in building customer loyalty and trusted, lasting partnerships with healthcare institutions for a better patient outcome. We recognize the challenges of deploying cutting-edge technologies while managing the risks for capital budgeting, ROI and mitigations. We have come together with our expertise, break-through technology and decades of experience to help healthcare providers make a meaningful and lasting decision to deploy advanced visualization solutions with no risk.

To this end, we are now offering our flagship multi-modality AI advanced visualization solutions based on a subscription model - Zioflex. This subscription model offers flexible terms to all institutions to help mitigate their budget constraints by utilizing an operational budget. Zioflex benefits include:

- No risk of capital investment
- No long-term commitment
- Free software upgrade and technical support during the active

mindray

THE POWER OF PORTABILITY

Exceptional Vascular Diagnostic Imaging On The Move

Ultrasound is the reliability of choice for vascular imaging due to its many advantages, such as cost-effectiveness, real-time results without radiation or anesthesia, and high-quality imaging without ionizing radiation exposure. From routine preventative screenings to vascular surgical interventions, ultrasound provides confident answers for a wide range of vascular conditions. The Resona R9 Ultrasound System offers uniform, pleasurable imaging, exceptional color and Doppler performance, and intelligent workflow solutions. With a two-hour scanning battery and a small, modular footprint, the Resona R9 Ultrasound enables vascular clinicians to obtain rapid diagnostic results.

With over 30 years of experience, Mindray has brought numerous innovative ultrasound solutions to market. As the developer of the first software-based beamformer and image formation technology – ZONE Sonography™ Technology (ZST-1), Mindray's unique approach provides clinicians with higher frame rates, decreased motion artifacts, and a precise display of hemodynamics, giving clinicians clear, uniform images. See how innovative, cost-effective, leading-edge ultrasound solutions can empower your Vascular Department to provide the highest quality of care now and in the future.

Resona R9 Ultrasound

Innovation Untethered

Point of Care Ultrasound (POCUS) has been established as an essential imaging technique for examining patients at the bedside in fast-paced environments such as Emergency Rooms, Critical Care, and Emergency Medical Evacuation. As clinical utility expands, the demand for high-quality portable ultrasound devices increases.

As the industry's first wireless transducer that connects to a fully-featured ultrasound system, the TE Air can be used with the TE X Ultrasound System or independently with a mobile device. This versatility helps improve clinicians' confidence and efficiency at the bedside or on the go outside the hospital setting.

Extreme Usability

- Innovative Air Capsule**
  - Protective case and a portable charger in one
  - Supports wireless recharge of the TE Air up to three times for all-day use
- Limit Your Downtime**
  - The TE Air has a fast-charge capability to ensure the device is ready when you are
  - Supports over 60 mins of scanning time
- Cleaning and Disinfection**
  - IP67 level waterproof and drop-proof design
  - Ability to withstand complete immersion with compatible disinfectants
- Magnetic Charging Cable**
  - Helps prevent accidental damage and cable tangle

The New TE Air Mobile App

- Intuitive user interface supports one-hand operation and ease-of-use
- On-board patient data management solutions provide connected patient care
- Seamless connectivity with PACS to complement the department's workflow


Clinical Gallery

Powered by eWave and single crystal technology, the TE Air delivers high-quality images with excellent resolution, enabling clinicians to make confident decisions at the bedside.

- Mitral and Tricuspid Regurgitation
- Tissue Doppler
- Smart Bladder
- B-Lines
- Pleural Effusion
- Ascites

Maintained and evolved visual identity systems across digital, print, event, and customer-facing marketing channels, ensuring brand consistency across diverse communications and audience touchpoints.

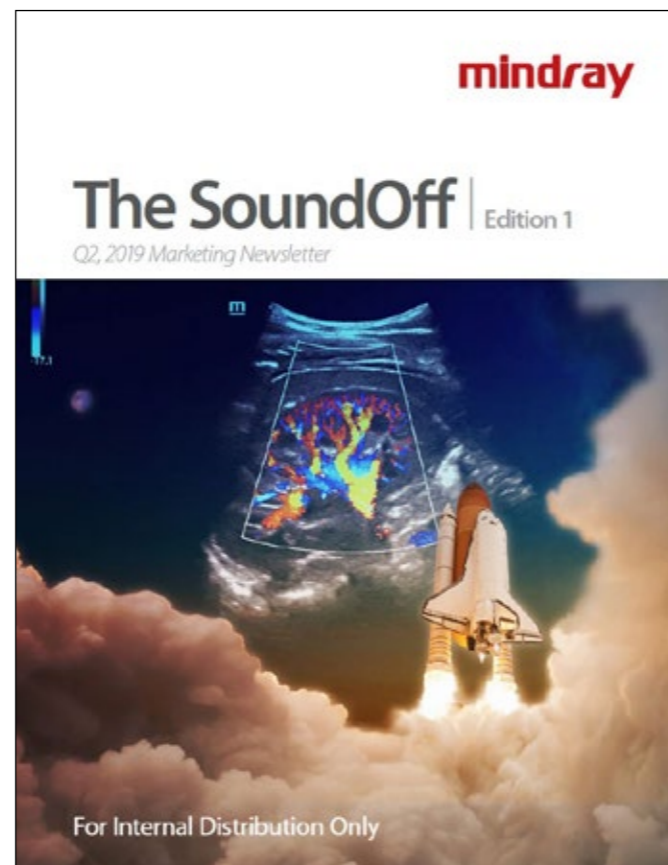
# Marketing Collateral



**mindray**

See What Mindray Brings to the Table at Booth 435.

Explore Mindray, a trusted partner in the perioperative space for over 50 years.

**mindray**

## The SoundOff | Edition 1

Q2, 2019 Marketing Newsletter

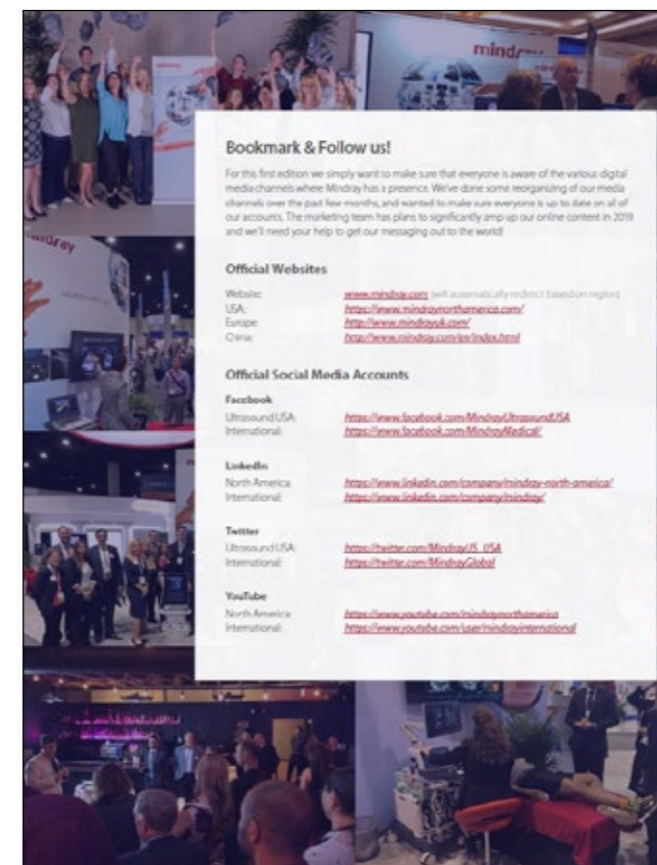
For Internal Distribution Only



**mindray**

### Perioperative Excellence

A Personalized Approach to Patient Care



**mindray**

### Bookmark & Follow us!

For this first edition we simply want to make sure that everyone is aware of the various digital media channels where Mindray has a presence. We've done some reorganizing of our media channels over the past few months, and wanted to make sure everyone is up to date on all of our accounts. The marketing team has plans to significantly amp up our online content in 2019 and we'll need your help to get our messaging out to the world!

**Official Websites**

- Website: [www.mindray.com](http://www.mindray.com) (with a separate, fully redacted, localized region)
- USA: <https://www.mindraynorthamerica.com/>
- Europe: <http://www.mindray.eu/>
- China: <http://www.mindray.com/zh-CN/index.html>

**Official Social Media Accounts**

**Facebook**

- Ultrasound USA: <https://www.facebook.com/MindrayUltrasoundUSA>
- International: <https://www.facebook.com/MindrayMedical/>

**LinkedIn**

- North America: <https://www.linkedin.com/company/mindray-north-america/>
- International: <https://www.linkedin.com/company/mindray/>

**Twitter**

- Ultrasound USA: [https://twitter.com/Mindray\\_USA](https://twitter.com/Mindray_USA)
- International: <https://twitter.com/MindrayGlobal>

**YouTube**

- North America: <https://www.youtube.com/channel/UCm9p0rthamerica>
- International: <https://www.youtube.com/user/mindrayinternational>



RSNA 2019 **mindray**

## Always Be Ahead of the Curve

#MindrayRSNA19

Visit us at Exhibit #8121 North Hall

### RSNA Exhibit Dates

**December 1-5, 2019**

McCormick Place, Chicago, Illinois


The Radiological Society of North America (RSNA) 2019 Annual Meeting and Scientific Assembly, the largest medical imaging forum in the world, is just around the corner! As one of the world's leading providers of ultrasound solutions, Mindray is proud to put our portfolio of all key product lines on display. We sincerely look forward to meeting you and your company representatives!



### Special Event

**Dec. 1 & 2 @ 10:15am**

Exhibit #8121, North Hall



**Mindray North America**  
800 MacArthur Blvd., Mahwah, NJ 07430  
Tel: 800.288.2121 Support: 877.913.9663 Fax: 800.926.4275

**mindray**  
healthcare within reach

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Developed integrated marketing communications systems including brochures, infographics, digital campaigns, promotional materials, and branded collateral supporting customer engagement, brand awareness, and marketing communications initiatives.

# Exhibits & Events



Designed trade show environments, exhibit graphics, event signage, and experiential marketing assets supporting brand visibility, customer engagement, and business development initiatives.



# Presentation & Information Design

**CUREUS**  
Journal of medical science

Cureus

## CUREUS

Rapid Review, Publication and Dissemination

- Rapid fully-digital editorial and peer review
- Utilizing a low-cost editor work force
- Less than 24-hour editorial response time
- Reducing traditional publication times

Average publication < 4 weeks and in as little as a few days

CUREUS

## CUREUS SOLUTION

Web-Enabled Journal That Turns the Dated Publishing Paradigm on Its Head

Cureus

## VETROCKET X1 Quick Reference Guide

### POWERING ON THE X1

- Open console cover
- Open Laptop screen
- Press console power button
- Press Laptop power button

The front panel power indicator will turn orange

### OPERATING WITH AC POWER

- Open AC power door
- Connect power cord to X1
- Connect power cord to wall
- Release the Brake
- Connect the B/E Line
- Press console power button
- Press Laptop power button

The front panel power indicator will turn green

### REPLACING THE BATTERY

- Loosen thumb screws
- Remove compartment door
- Remove the battery
- Insert the new battery
- Replace compartment door
- Tighten thumb screws

CAUTION: When replacing the battery door, make sure the cover fits with the case screws and does not protrude the compartment.

© Vet Rocket 2014 [www.vetrocket.com](http://www.vetrocket.com)

### Equivalency Validation Study Design

**Objective:**

- Compare expert 2<sup>nd</sup> party pathologist diagnoses with histologic images with standard from FFPE H&E tissue sections.

**Methods:**

- Prepare 100 tissue samples representing 200 common tissue types, standardized and ensuring F&B and H&E of same tissue are separated by 30-day wash-out.
- Present to 4 independent 2<sup>nd</sup> party experts for comparative diagnosis between Histolix under 10 min. production time and standard H&E, ICA, cleared digital comparative image.
- Obtain consensus, reply or significantly discordant results by each tissue type.

**Endpoints:**

- The primary analysis is intra-observer concordance, and the primary endpoint will be the number of major discrepancies.
- The secondary endpoint is to compare major discrepancies by modality. That is, are they more common in the Histolix reads or the glass slide reads.

**Human Appendix**

F&B < 10 Minutes No Slide Required  
Standard H&E Slide Hours to Days

Histolix

### Team: Proven expertise in successful execution

**Oran Muduroglu**  
Chairman & Chief

**Allen Gowen**  
Senior Advisor

**Rob Royce**  
CEO

**Dr. Richard Levinson**  
Co-Founder & CSO

**Farzad Ferouzi, PhD**  
Co-Founder & CTO

**Dr. Sandy Borowsky**  
CMO

**Go-to-Market Strategy:**

- Launch multiple products through FDA approval
- Entry to Siemens, Philips, IM, Quest Diagnostics, VCA, Anotech, Nanotests

**Scientific & Imaging Innovation:**

- Inventors with several patents in multi-spectral imaging
- Built core components of three Histolix line prototypes

**FDA Clinical Leadership:**

- Lead Lince Biosystems Digital Path, through successful FDA trial
- Leading breast pathologist at UC Davis

Histolix

Designed presentations, investor communications, and information graphics that translated complex technical concepts into clear and engaging visual stories.

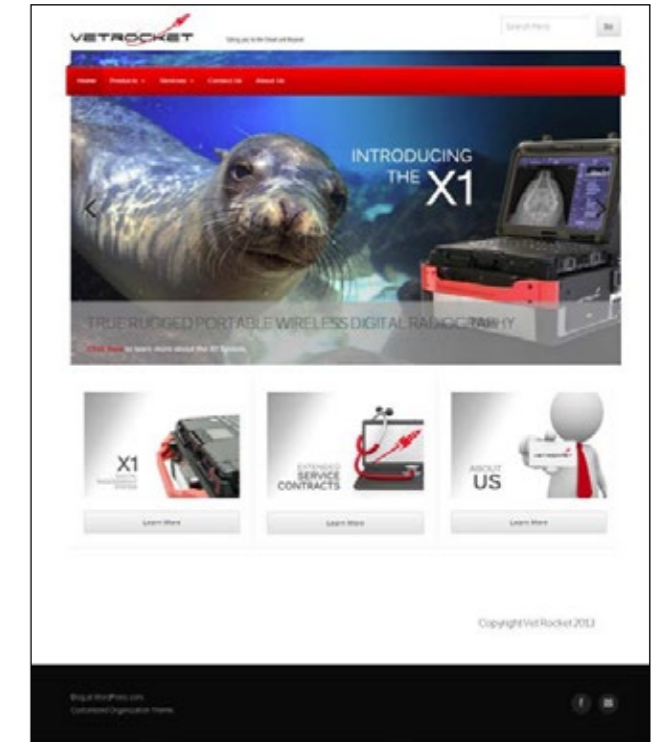
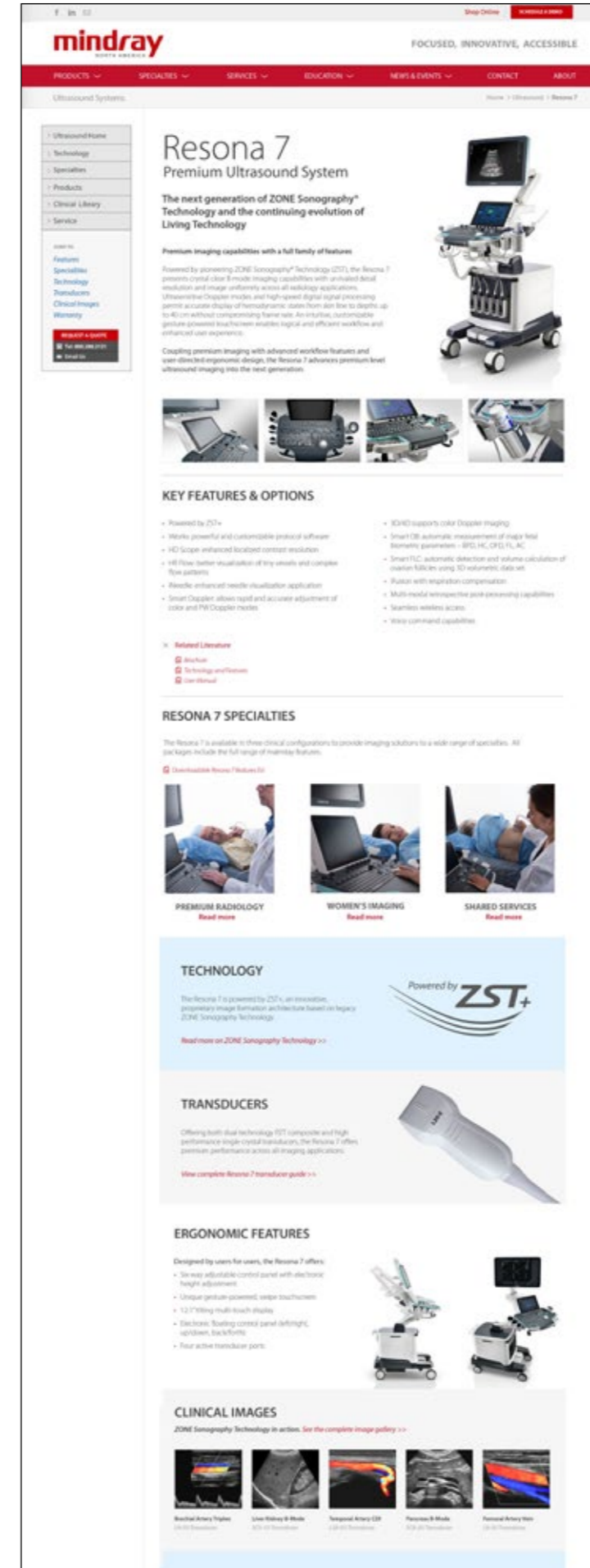
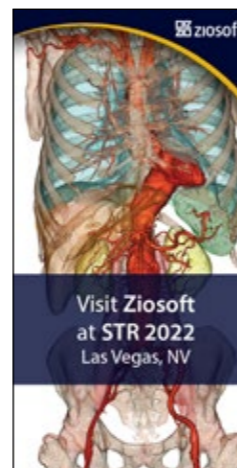
# Histolix

## Direct-to-Digital Slide Free Tissue Diagnostics

### Series A Investor Presentation

# Digital Experience Design

Designed responsive websites, product landing pages, and digital user interfaces supporting product marketing, customer education, lead generation, and brand engagement initiatives.





Systems Management Console

WorkStation

Mobile Viewer

Multi-Patient Viewer

EMR  
CMS Viewer

**Lior Taylor**

Senior Visual  
Communication Designer

lior.taylor777@gmail.com  
(408) 429-0901