Erin Collins

erinkcollins@nyu.edu / erinkatherinecollins@gmail.com
+971 58 180 5037
erincollins.co (portfolio)

Education

Master of Fine Arts in Graphic Design
Maryland Institute College of Art, Baltimore, MD, USA
August 2014 – May 2016
Key coursework: advanced typography, advanced publication design, type design, social design, information design, screenprinting, identity/brand design
Thesis title: Eat Your Future

Bachelor of Arts in Visual Arts & Biology (Brain and Cognitive Science)
New York University Abu Dhabi, Abu Dhabi, UAE
August 2010 – May 2014
Graduated with honors

Academic and Research Interests

My research lies at the intersection of design, cognitive science, sustainability, and culture, focusing on how design can transform human behavior. I am particularly interested in how cognitive science informs design processes and how visual communication, specifically typography and identity systems, influences and is influenced by cultural and cognitive factors. My work explores how graphic design can be a tool for shaping perceptions, decision-making, and behavioral change in response to contemporary global challenges.

Teaching Experience

Instructor of the Arts in Design, 2018 – present
Arts & Humanities Division, New York University Abu Dhabi
Courses supported: Foundations of Graphic Design, Types of Art, Wayfinding, Re-Design, Design for Performance, Gardens of Eden, Arts Practice Capstone Seminar
- Developed and taught workshops on design and cognition, visual communication for science, portfolio development, Riso printmaking, logo design, information design, principles of creativity, and digital design software including InDesign, Illustrator, Photoshop, and Glyphs
- Developed syllabi for Foundations of Graphic Design and Gardens of Eden
- Provided mentorship for student projects and supervised independent studies
- Participated in student critiques, juries, and exhibitions
- Led a design-focused student assistantship program, mentoring 25+ students
- Served as manager of the Visual Design Lab space

Graduate Teaching Assistant, 2015–2016
Maryland Institute College of Art (MICA)
Courses supported: Contemporary Asia through Postcolonialism, Performance Studies and Cyber Theory

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Research, Publications, and Exhibitions

Selected exhibitions:
"Design Works: A decade of in-house design at NYU Abu Dhabi," New York, NY, USA
Co-curator and featured artist, August—December 2022

"The Transformative Poster of the Anthropocene," Abu Dhabi, UAE
Participating artist, September 2022

"Tasmeem Poster Award Inaugural Exhibit," Dubai, UAE
Winning designer, August 2022

"Christo & Jeanne-Claude Award Exhibition," locations across UAE
Solo artist, March—July 2014

Publications:
Chierici, Alberto, et al. "A Cloud-based User-Centered Time-Offset Interaction Application." *Proceedings of the 22nd Annual Meeting of the Special Interest Group on Discourse and Dialogue*, Association for Computational Linguistics, 2021, pp. 265-268.

Forthcoming publications:
Seraphim, Marie, Erin Collins, and John A. Burt. "Coral Relocation in the Arabian Gulf: Benefits, Risks, and Best-Practice Guidelines for Practitioners and Decision-Makers." *Forthcoming.*

Research focus: visual design, graphic design pedagogy, cognitive science, psychology, interdisciplinary design education, design research methods, social design, sustainability, perception, typography

Grants, Awards, and Fellowships

Tasmeem Poster Award, Dubai, UAE
Award for *Sym-poeisis/ploitation*, 2022

Arts & Humanities Research Kitchen Grant, Abu Dhabi, UAE
Awarded for *Sympoiesis Project*, 2022

Christo & Jeanne-Claude Award and Grant, Abu Dhabi, UAE
Award for *Abjad*, 2014

Frank Lloyd Wright Foundation Design Fellowship, Arizona, USA
Offered for 2016-2017 term (declined)

University Service and Leadership

- Coordinated the Student Exhibition Program, overseeing 20+ student-led shows from planning to installation
- Served as Program Coordinator for the Art & Art History Program (2022–2023)
- Led portfolio development workshops for the Career Development Center (2020–)

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University Service and Leadership, continued

- Designed the Arts & Humanities Capstone Festival branding and collateral (2018–)
- Led graphic design for the psychology department's Abu Dhabi-Specific Parenting Program grant with the Abu Dhabi Early Childhood Authority (2022)
- Participated in the committee to redesign campus wayfinding (2022)
- Serving on a search committee (2024–)
- Advising the Design Collective SIG (2023–)
- Co-designed the 10th Anniversary logo with the External Relations Office (2019)
- Designing the Core Curriculum User Guides (2018–)

Professional Experience

Graphic Designer
10/Half Design Studios, Charlottesville, VA, USA
June 2016 – December 2017
Contributed to identity, print, and strategy projects as part of a small creative team and led corporate identity development for a sustainable paper products company, collaborating with international partnerships to establish a new US brand.

Graphic Designer
Reach LLC, Alexandria, Virginia, USA
August 2014—August 2016
Produced visual identities and marketing materials for real estate agents, including logos, mailers, postcards, flyers, business cards, and signage, collaborating directly with clients to develop creative marketing ideas.

Certifications

- WELL Accredited Professional, International Well Building Institute (2022)
- Information Visualization Certificate, Interaction Design Foundation (2021)

Professional Development

- Scholarship Of Educational Leadership course, Hilary Ballon Center for Teaching and Learning (expected completion January 2025)
- Introduction to Risograph Printing course, Domestika (2024)
- Information Visualization course, Interaction Design Foundation (2021)
- Visual Perception and Design course, Interaction Design Foundation (2021)

Skills

Teaching, curriculum development, student mentorship, research methodologies, interdisciplinary collaboration, design thinking, creative strategy, project management, brand strategy, typography, print publication, digital printing, design software (Adobe Creative Suite), English language, copywriting