

❖ Academic and Research Interests

My research and practice is at the intersection of design, cognitive science, and culture, and is grounded in practice-based projects. I explore how visual communication and the design of digital and physical environments influence perception, decision-making, and human wellbeing. Using interdisciplinary and design research approaches, I develop graphic systems, identities, and information design that help people understand complex issues and shape human responses to global challenges.

❖ Academic Appointments & Teaching Experience

Instructor of the Arts in Design, 2018 – present

Arts & Humanities Division, New York University Abu Dhabi (NYUAD)

- Taught *Graphic Design* (16-week introductory course) and support design teaching across the arts and humanities, including courses *Foundations of Graphic Design*, *Types of Art*, *Wayfinding*, *Re-Design*, *Design for Performance*, *Digital Matter: Parametric Design Lab*, *Gardens of Eden*, and *Arts Practice Capstone Seminar*
- Develop and teach workshops on design and cognition, visual communication for science, portfolio development, Risograph printmaking, vinyl signage, logo design, information design, and digital design tools
- Mentor 4–8 students annually in independent studies, advise senior capstone projects, and lead design apprenticeships through a competitive assistantship program
- Teach in executive education courses for early-career design professionals
- Contribute to curriculum development for design courses
- Manage practice-based teaching spaces including a design studio classroom, digital production spaces, and student exhibition spaces

Graduate Teaching Assistant, 2015–2016

Maryland Institute College of Art (MICA)

- Supported undergraduate courses including *Contemporary Asia through Postcolonialism* and *Performance Studies and Cyber Theory*

❖ Education

Master of Fine Art 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, motion design, screenprinting, identity/brand design

Thesis: “Eat Your Future,” advised by Ellen Lupton and Jennifer Cole Phillips

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

❖ Research and Creative Practice

Selected exhibitions:

- “AIGA Maine Poster Show: Language,” AIGA Maine, USA. *Selected designer*, May 2026
- “Design Works: A decade of in-house design at NYU Abu Dhabi,” NYU Abu Dhabi Institute at 19 WSN, New York, NY, USA. *Co-curator and featured artist*, August–December 2022
- “The Transformative Power of the Anthropocene,” NYUAD Art Gallery, Abu Dhabi, UAE. *Participating artist*, September 2022
- “Anti-Type” Tasmeem Poster Award Inaugural Exhibit, Dubai, UAE. *Winning designer*, August 2022
- “Christo & Jeanne-Claude Award Exhibition,” Abu Dhabi Music and Arts Foundation and NYUAD Art Gallery, various locations across UAE. *Solo artist*, March–July 2014

Design projects and commissions:

- NYUAD Library wayfinding design (2025–ongoing)
- NYUAD Global Education publication design (2025–ongoing)
- Arts & Humanities Capstone Festival visual identity and annual publications, wayfinding, and marketing collateral (2018–ongoing), NYUAD
- Art & Art History Program visual identity and applications (2021–ongoing), NYUAD
- NYUAD Design Archive Website (2022–ongoing)
- Core Curriculum User Guides (2018–ongoing), NYUAD Core Curriculum Program
- “The City and the Writer” Symposium Poster Series (2023), NYUAD Institute
- Graphic design for the psychology department’s Abu Dhabi-Specific Parenting Program grant with the Abu Dhabi Early Childhood Authority (2022), NYUAD
- 10th Anniversary Logo (2019), in collaboration with External Relations Office, NYUAD

Patents

- Convertible Abaya Design – Provisional patent application (expected to be awarded in 2026) for an adaptive reinterpretation of the Emirati abaya, developed through a multi-year collaborative project with NYU Abu Dhabi students

Contributed publications:

- Seraphim, Marie J., Erin Collins, and John A. Burt. *Coral Relocation in the Arabian Gulf: Benefits, Risks and Recommendations for Practitioners and Decision-Makers*. April 2025. ResearchGate, <https://doi.org/10.13140/RG.2.2.11660.12162>. Designed infographic figures.
- 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. Consulted on UX design.

❖ Grants, Awards, and Fellowships

- Tasmeem Poster Award, ICD Brookfield Place, UAE. Awarded for *Sym-poeisis/ploitation*, 2022
- Arts & Humanities Research Kitchen Grant, NYUAD, UAE. Awarded for *Sympoiesis Project*, 2022
- Worldwide Logo Design Award Bronze Award, WOLDA, global. Awarded for *Arts & Humanities Capstone Festival Identity*, 2020

- Christo & Jeanne-Claude Award and Grant, Abu Dhabi, UAE. Award for *Abjad*, 2014
- Frank Lloyd Wright Foundation Design Fellowship, Arizona, USA. Offered 2016-2017 (declined)

❖ University Service and Leadership

- Serving on the Arts Production and Arts Practice instructor teams (2023–present)
- Advising the Design Collective student club (2023–present)
- Served as Program Coordinator for the Art & Art History Program (2022–2023)
- Coordinating the Art & Art History Student Exhibition Program, overseeing 20+ student-led shows from planning through installation (2018–present)
- Serving on the committee to redesign campus wayfinding (2022)
- Serving on search committees (2024–2025)

❖ Invited Talks & Presentations

- “Using AI to Support Digital Accessibility” (at the NYUAD Library, 2026)
- “Creating a Digital Portfolio” (at the NYUAD’s Career Development Center, yearly from 2020)
- “Designing Your Living Space for Health & Well-Being” (at NYUAD’s inaugural Learning Community event, 2023)
- “Principles of Visual Communication for Science” (at the NYUAD Institute 19WSN, 2022)
- “Design Works: A Decade of In-House Design at NYU Abu Dhabi” (at the NYUAD Institute 19 WSN, 2022)

❖ Professional Experience (selected)

Graphic Designer

10/Half Design Studios, Charlottesville, Virginia, 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

Freelance 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

Design Intern

Wolff Olins, Dubai, UAE

January 2014 – May 2014

- Collaborated with an international agency team on corporate identity projects, including client meetings, concept development, and the design of print and digital assets

Details of further professional experience available upon request.

❖ Certifications

- Certificate in UX Design, Google (in progress, expected August 2026)
- Certificate in Scholarship of Educational Leadership (SoEL) on Curriculum and Pedagogy in Higher Education, Hillary Ballon Center for Teaching and Learning (February 2025)
- Certificate in AI x Design Thinking, IDEO (2025)
- WELL Accredited Professional, Green Business Certification Inc./International Well Building Institute (December 2021)
- Information Visualization Certificate, Interaction Design Foundation (2021)

❖ Skills

Graphic design; identity and brand systems; logo design; visual communication; typography; publication and editorial design; exhibition design; information design; design research methods; Adobe Creative Suite (InDesign, Illustrator, Photoshop); Risograph and digital printing; curriculum development; inclusive pedagogy and student mentorship