

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

Interdisciplinary design education; cognitive science and visual perception in visual communication; speculative design for social and environmental futures; experimental publication design; identity systems and their role in shaping institutional and cultural narratives; design research methods; health and well-being in the built environment

Teaching Experience

Instructor of the Arts in Design, 2018 – present

Arts & Humanities Division, New York University Abu Dhabi

- Teaching Graphic Design (16-week foundations course, Fall 2025)
- Supporting instruction in undergraduate courses across the arts and humanities: Foundations of Graphic Design, Types of Art, Wayfinding, Re-Design, Design for Performance, Gardens of Eden, and Arts Practice Capstone Seminar
- Developing and teaching workshops on design and cognition, visual communication for science, portfolio development, Risograph printmaking, vinyl signage, logo design, information design, and digital design tools (InDesign, Illustrator, Photoshop, Glyphs)
- Mentoring 3-6 students annually in independent studies, senior capstone projects, and semester-long apprenticeships through a competitive design-focused assistantship program
- Participating in student evaluations including critiques and midterm/final reviews
- Contributing to curriculum development for design courses
- Employing inclusive teaching strategies to support an international student body
- Served as Program Coordinator for the Art & Art History Program (2022–2023), managing communications, procurement, and administrative duties
- Managing the Visual Design Lab studio and Cube student exhibition space

Graduate Teaching Assistant, 2015–2016

Maryland Institute College of Art (MICA)

Courses supported: Contemporary Asia through Postcolonialism, Performance Studies and Cyber Theory

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

“Anti-Type” Tasmeem Poster Award Inaugural Exhibit, Dubai, UAE
Winning designer, August 2022

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

Contributed 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.

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>

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

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 for 2016-2017 term (declined)

Winner, NYU Abu Dhabi Mascot Design Competition, Abu Dhabi, UAE
Awarded for falcon mascot design now serving as the official athletics logo, 2012

University Service and Leadership

Service

- Served as Program Coordinator for the Art & Art History Program (2022–2023)
- Led portfolio development workshops for the Career Development Center (2020–)
- Serving on the Arts Production Team (2023–)
- Coordinating the Art & Art History Student Exhibition Program, overseeing 20+ student-led shows from planning through installation
- Participated in the committee to redesign campus wayfinding (2022)
- Serving on search committees (2024–)
- Advising the Design Collective student interest group (2023–)

University Service and Leadership

Projects/Design Leadership

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

Professional Experience

Instructor of the Arts in Design, 2018 – present

Arts & Humanities Division, New York University Abu Dhabi

Leading divisional design projects such as program identity and communications, event branding and organization, and curriculum publications

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

Communications Intern

Future Generations Graduate School, Franklin, West Virginia, USA

June 2015—August 2015

Developed recruitment materials and refined the visual identity of an international social change master's program, creating print, web, email, and social media materials

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

Brand Intern

Capstone Consulting Group, Woodbridge, VA, USA

June 2012—August 2013

Refreshed and implemented the visual identity for a federal consulting firm

Design & Events Intern

New York University Abu Dhabi Institute, Abu Dhabi, UAE/New York, NY

November 2010—May 2013

Supported academic events at the university's research and public programming center by writing and designing promotional material and staffing lectures and conferences

Certifications

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

Skills

Graphic design, brand strategy, logo design, visual communication, typography, print publication, teaching, curriculum development, student mentorship, research methodologies, interdisciplinary collaboration, design thinking, creative strategy, project management, exhibition design, digital printing, information design, design software (Adobe Creative Suite), academic writing, copywriting, English language