



Andrew Cornell Robinson acrStudio.com/design

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Award winning designer, artist and educator

As a designer, I strive to find simple and playful solutions that speak to the ethos of an organization while providing ease and surprise through audience engagement. As a mentor, I encourage the discovery of inspiration from our personal experiences as well as insightful research, design and craft thinking methods. I value thoughtful work and camaraderie as a way of building trust and great design. I hope to use my skills to make useful things, tell compelling stories, build lasting relationships and spread ideas that matter.

Professional Accomplishments

acrStudio, Creative Director, Branding, Interaction and Product Design, 2008 - Present.

Develop digital brand strategies. Coordinate requirements gathering sessions, conduct stakeholder interviews. Perform competitive analysis and evaluation, develop requirements and strategic objectives

User experience design strategies for large and small projects including print and simplified form design, identity and visual style guides, web sites, intranets, extranets, and application interface designs.

Create and manage development of use cases, personas, interaction models and schematics for design development

Lead client presentations and winning new business pitches

Selected Clients include

Ergo, Brett Sroka, Cuneiform Records, New York.

Creative direction and design for CD Jewel Case for the launch of a new electronic jazz album.

Sean Naftel for Toyota Automotive, United States of America / Japan.

Projects: Design and production of a porcelain tea ceremony set for a sculpture project in Toyota's offices in North America.

Razorfish, New York.

Projects: User Experience Strategy and Design working on a redesign of financial websites for Morgan Stanley.

The Street, New York.

Projects: Consulting Creative Director working on the development of a design pattern library.

Brand translation of Pentagram identity design for multiple digital platforms and sub-brands.

Mobile digital style guide. Interaction design and strategy including persona development, style guidelines, site maps, taxonomy, and facilitation of research, wireframes and documentation.

BBDO, New York.

Projects: Interaction Design Consultant working on strategy and digital projects such as AT&T, Blackberry, FedEx and GE.

Spring Studio, San Francisco / New York

Projects: American Express - Interaction design strategy, use case scenarios, wireframes, sitemaps, and creative direction of interactive videos, development of interaction design for an intranet / knowledge sharing library. Logitech – evaluation of communications, and usability studies for customer facing devices and instructional publications.

Arts in Bushwick, Brooklyn

Project: Graphic and information design of multiple programs, detailed maps and brochures.

Brickhouse Ceramics, Long Island City

Project: Brand identity design, and consulting

Hoxton, New York, NY

Project: Luxury accessories brand identity, digital design, product design and public relations.



**Assistant Professor of Art and Design, Parsons School of Design,
New York, NY, 2017 - ongoing**

- A member of the faculty of Parsons teaching in the Product, Industrial, and Integrated Design programs as well as the First Year program.
- Teaching BFA integrated design studio, graduate MFA ceramics studio, and three-dimensional design, sculpture and integrative studio courses in graduate, undergraduate and first year foundation programs.

Greenwich House Pottery, New York, New York, 2016 – ongoing

- Visiting Artist, teaching hand building with expertise in product design, slip casting, glaze and surface decoration and tile design.

Powerhouse Workshop, Brooklyn, New York, 2016 - ongoing

- Design Strategy and Planning Consultant
- Ceramic facilities design, working in collaboration with urban planners, architecture firm Herzog & de Meuron and arts leadership in the planning, design and development of a ceramic art, craft and design studio that will support education programs, professional production and creative residencies.

**Assistant Professor of Art and Design, Program Director of Fashion Communications and Management,
Parsons School of Design,
New York, NY, 2016**

Teaching collaborative design strategy studios including a course in partnership with Nike in which students explore speculative designs to address sustainable futures for the apparel industry. Member of the program curriculum taskforce responsible for the development of new programs and minors in Fashion Communications. Course planning and development of thematically inflected studio and seminar courses. Managing and mentoring faculty and students in a 300+ student program cohort.

**Assistant Professor of Strategic Design and Management, Parsons School of Design,
New York, NY, 2015 – ongoing**

Teaching integrated design, ceramics, and design strategy studio and seminar courses in the graduate and undergraduate Strategic Design and Management and Product Design programs. Member of the School of Design Strategies Public Programs Committee. Member of the Integrated Design Program curricular task force. Co-editor of the Creative Entrepreneurship Course. Coordinator of the Strategic Design Talk series. Coordinator of the Managing Creative Projects and Teams seminar course. Created the Pop Up Entrepreneur seminar, a new project based course that integrates business and design strategies culminating in a series of public pop up shop programs that have included a pop up print show and workshop showcasing student, faculty and staff printmaking. As well as visiting scholars from University of Massachusetts and Marymount Manhattan College. This event occurred in tandem with New York Print Week and the International Print Dealers Association. I also lead a class in the development of a pop-up-cycling fashion lab featuring up-cycled sewing and re-fashion strategies by students and faculty of Parsons which raised funds for Housing Works, a housing advocacy organization supporting people living with HIV and AIDS.

**Visiting Artist, Design, Organization and Training, Port au Prince, Haiti; with Urban Zen
and Parsons School of Design, New York, NY, 2015 June - July**

Visiting Artist and Design Consultant – Design Organization and Training, collaboration with Donna Karan, Urban Zen and local artisans, Port Au Prince, Haiti, 2015. Led a series of workshops with local artisans, about ceramic surface decoration and food safe glazes. Planning, development and implementation of a ceramic design studio in Haiti to support local artisans and designers prototyping new designs.

**Visiting Artist, Agastya Foundation, Bangalore, India; and Parsons School of Design,
New York, NY, 2015 January**

Visiting artist and educator collaborating with Indian science, technology, engineering, art and math (S.T.E.A.M.) education program.



Consultations and program planning with stakeholders from Citigroup, Agastya and local design schools and partners.

Led an educator's workshop to facilitate integrated learning opportunities across S.T.E.A.M. disciplines.

Developed a report offering recommendations for new programs, facilities and content development.

Co-wrote a proposal for a design centered education program and course offering in collaboration with Agastya and Parsons.

Course Coordinator and Teaching, First Year Program, Parsons School of Design, New York, NY, 2014 June – July

Teaching space and materiality (three-dimensional design).

Coordinating summer courses for first year program and working with faculty support and development.

Assistant Professor of Design / First Year School-Based Coordinator, Parsons School of Design, New York, NY, 2012 – 2015

Member of the Committee on Undergraduate Education, which is responsible for the redesign of the Parsons four-year undergraduate curriculum.

Chair of the School Curriculum Committee for the School of Design Strategies.

Member of the Parsons Curriculum Council.

Curating Art and Design, Co-Faculty, a graduate level course resulting in a public exhibition of multi-disciplinary student work.

School Coordinator for the New York and Paris School of Design Strategies.

Created the first year elective Digital Tools, a new course that introduces freshman to concepts of creative problem solving and digital design through problem based learning projects that lead students through design challenges and tools from Photoshop, Lightroom and Illustrator to InDesign and Muse.

Chair of the School of Design Strategies Public Programs and Exhibitions Committee.

Member of the Parsons Festival Committee.

Digital design and strategy consultant for the School of Design Strategies.

Research in Design and Craft Thinking.

Member of the Curriculum development team for the Parsons / ISDI Mumbai campus.

Design Improv, grant recipient and lead faculty, workshop and collaboration between the visual art and design students and the New School for Drama.

Coordinated the integration of the first year curriculum into the School's undergraduate programs.

Implement the delivery and assessment of first year learning outcomes and their integration with the undergraduate program of study.

Course Planning:

Guided the development of thematically inflected studio and seminar courses; defined qualifications required for faculty teaching new courses; participated in the assessments of faculty, curricular development and student learning outcomes.

Member of a team of faculty responsible for determining preliminary faculty assignments.

Curriculum and Faculty Assessment

With Course Coordinators: run course introduction and orientation meetings for faculty; assess, monitor and communicate ongoing development opportunities and needs, review final faculty syllabi; review student work to assess faculty delivery of a specific course; communicate curriculum through the collection and curation of student work for exhibition, promotional and web distribution purposes; review the curricular appropriateness of the instructional spaces, supporting labs, etc.; help generate curricular support materials (archive of resources, tutorials, demos, etc.) for faculty; Helped to coordinate faculty observations; participated in the formal reviews of student work to assess the fulfillment of curricular learning outcomes.

Adobe Educators Summit, representative for the Parsons School of Art, Media and Technology,, Photography Department and the School of Design Strategies, Portland, Oregon

Drawing and Imaging Curriculum Design Committee

Adjunct Assistant Professor of Art and Design, Parsons School of Design, New York, NY, 2005 – 2012

A member of the faculty of Parsons with an emphasis on programs in the School of Design Strategies (SDS) teaching art, design and design strategy.



Teaching and curriculum development of a suite of four design studio courses addressing two dimensional design and digital tools, color, form, Gestalt, communication design, typography, narrative, information design, branding and visual identity.

Co-taught the collaborative class: Design and Marketing of Luxury Products with Columbia University and Parsons and interdisciplinary course partnership with luxury brands. Students develop ideas and solutions to case studies in partnership with companies such as Hermès, Bulgari, Haviland, Maclaren, Loro Piana.

R/GA, New York, New York, 2003 – 2009.

Associate Creative Director, Interaction Design

Team leader for clients such as Chanel, New York Stock Exchange, Lowe's, Scripps, Cable Vision, S.C. Johnson, Legg Mason, Discover, Purina, Verizon and Bank of America.

Led new business pitches, and creative teams. Coordinated requirements gathering sessions.

Developed strategic implementation plans.

Managed the over all creative team direction, and collaborated with business owners and technologists from ideation through to implementation. This included the development of websites, applications, mobile device interfaces, interactive program entertainment devices, as well as interactive signage in Time Square and in various museum and retail environments.

Cooper Union, New York, New York, August 2005.

Visiting Artist / Faculty

Workshop leader for college portfolio preparation in Cooper Union's summer arts program.

Citicorp, Long Island City, New York, July 2001 – 2003.

Vice President, Interaction Design

Coordinated the redesign of the Citi.com financial portal.

Coordinated the development of a digital photography archive.

Development of Interaction Design process and deliverables for Citicorp and international businesses.

Established a content strategy which used a narrative structure to personalize the user experience.

Migrated a consistent brand experience and a unified approach to interactive design.

Managed the development of html template designs for a content managed portal.

Siegel & Gale, New York, New York, May 2000 – July 2001.

Senior Information Architect / Designer

Design and brand development for leading corporations and organizations such as T. Rowe Price, College Board, Ellerbe Becket, Mirant, Boise Cascade, Marriott, Renaissance Hotels, American Express, Dow and the Victoria and Albert Museum.

Translated branding strategies into usable interactive design systems based on use case scenarios, user testing and collaborative iterative user centered design processes.

Developed an asset management intranet to track digital designs and photography.

American Center for Design, Chicago, Illinois. November 2000.

Guest speaker at the annual Living Surfaces conference hosted by the American Center for Design; in which I presented a paper on narrative techniques in Information Architecture and navigation strategies.

New School University, New York, New York, 1998- 2000.

Education Technologist / User Services Coordinator

Designed a curriculum and supporting training materials for a technology training program.

Implemented a University wide mentoring program, for students, staff, and faculty.

Created documentation, orientations, and a learning resource website for the academic community.

Assisted in the management of a multi-platform computing facility with over 700 computers.

Coordinated the hiring and training of over 70 student employees.

Member of the Technology Initiatives Forum comprised of staff and faculty who review innovative ways to introduce computer technology into the pedagogical discourse.

Managed computer lab inventory, and assisted in software and hardware upgrades.

Taught software and hardware usage in a multidiscipline academic environment with a focus on digital design.



William Morris Agency Inc., New York, New York, 1995-1998.

Regional Supervisor of the training and helpdesk

Coordinated the helpdesk and training development for three offices in New York, Nashville, and London.

Developed the graphical user interface for an intranet and customized database archive of arts and entertainment related data.

Assisted in the maintenance of a multiplatform LAN, which included NeXT (Unix), Windows NT, and Macintosh operating systems.

Supported strategy development for agency partnerships in the New Media, Talent, and Music divisions.

Sony, New York, New York, 1994-1995.

Exhibition Design and Education Program Development

Contributed to public programs for the Sony Wonder exhibition space, which highlighted technology, art and design.

Michael Kors Fashions, New York, New York, 1994-1995.

Installation and set design

Designed and installed the show room and runway for the Seventh on Sixth spring and fall fashion shows.

Bergdorf Goodman, New York, New York, 1994-1995.

Visual Merchandizing and Environmental Design

Design and production of window and store displays for the men's department.

Coordinated the color scheme for the Romeo Gigli show room.

Designed and installed custom displays for the Gianni Versace show room.

Metro Tech Center Public Exhibitions, Brooklyn, New York, 1992-1994.

Exhibition Design

Coordinated the design and installation of exhibitions at Metro Tech Center, Pierrepont Plaza, and NYNEX Brooklyn in partnership with organizations such as the Marie Walsh Sharpe Foundation, the Public Art Fund and the New York Foundation for the Arts.

Rotunda Gallery, Brooklyn, New York, 1992-1994.

Curatorial Assistant / Art Educator

Coordinated exhibitions, program development and fundraising events.

Maintained the exhibition archive and a computerized slide registry containing over 1000 artists.

Developed art education curricula public programs.

Coordinated the design of exhibition catalogues and exhibition documentation.

Responsible for the installation, insurance, registration and documentation of all art work entering the gallery.

Initiated a Saturday education program, in cooperation with New York Cares, which introduced disadvantaged children to innovative gallery exhibitions and creative workshops.

Education

M.F.A., Studio Art, School of Visual Arts, New York, New York, 1994.

B.F.A., Ceramic Sculpture / Drawing, Maryland Institute College of Art, Baltimore, Maryland, 1991.

Sculpture, Glasgow School of Art, Glasgow, Scotland, 1990.

Glaze Formulation, Alfred University, New York School of Ceramics and Ceramic Engineering, Alfred, NY, 2015.

Printmaking (Silkscreen, Etching, Relief, wood and linoleum), Parsons School of Design, New York, NY, 2007 – 2015.

Digital Design (Photoshop, Illustrator, Rhino, Flash, Avid, Final Cut Pro, Premier), Parsons School of Design, New York, NY, 2011 – 2014.

Affiliations

- Parsons, the New School for Design, Faculty
- Gallery Representation by Christopher Stout Gallery and Anna Kustera Gallery.
- The Foucault Society former founding member of the Board of Directors.



- College Art Association (CAA)
- Queer Art Caucus, CAA
- American Institute of Graphic Artists (AIGA), New York, New York.
- The Interaction Design Group (IxDG) An international organization comprised of designers and academics working in interaction design.

Awards & Events

- Making Meaning, Creative Practice Grant, Parsons School of Design, New York, NY, 2016.
- Craft Thinking, Research and Creative Practice Grant, Parsons School for Design, New York, NY 2015-16.
- Research Assistant Grant, Parsons the New School for Design, New York, NY, 2015/16
- Queens Art Intervention Grant, Rego Park Green Alliance, Queens, NY, 2014
- Research Assistant Grant, Parsons the New School for Design, New York, NY, 2014/15
- Design Improv - Cross School Grant Award, New School, New York, New York, 2013
- Artists Summer Institute resident, Lower Manhattan Cultural Council and Creative Capital, New York, New York, 2012.
- Edward Albee Foundation Residency Fellowship, 2010
- Assemble 2010, Guest speaker presentation on art and the value of thinking with your hands. Crafts Council of the United Kingdom, London, UK, 2010
- CHI 2010, Peer judge for the premier international conference for the field of human-computer interaction. ACM Conference on Human Factors in Computing Systems, 2009/2010
- FCS Portfolio Awards - Gold, Associate Creative Director, 2008.
- Silver Cyber Lion at Cannes, Associate Creative Director, 2007.
- 'Site of the Day' by Favourite Website Awards (FWA), 2007.
- Visiting Artist, thesis reviews for the Design and Management Senior Thesis Presentations, Parsons School of Design, New York, New York, 2005.
- Forbes, Best of the Web, Citibank New York, New York, 2002.
- Gomez, Best Financial Website, Citibank New York, New York, 2002.
- Lecturer, Navigating the Narrative in Art and Interactive Design, Siegel & Gale, New York, New York, 2001.
- Lecturer, Narrative Architecture, Living Surfaces Conference, American Center for Design, Chicago, Illinois, 2000.
- Technology Forum Participant, New School University, New York, New York, 1999-2000.

Symposia

- Ceramic Materials Workshop, DOT, Port Au Prince, Haiti, 2015
- Fred Frelinghuysen Preview with Greg Climer, BACG, Brooklyn, New York, 2015
- Islamic Ceramics..., Lecture, Bruce Museum, Greenwich, Connecticut, 2015.
- Agastya Foundation, Interdisciplinary art and science education workshop, India, 2015.
- Bushwick Art Crit Group, Presentation, Brooklyn, New York, 2014
- Bürolandschaft, Public Presentation, Queens Museum of Art, Queens, New York 2013.
- Design Thinking, Panel Discussion, Brand Hackers, New York, New York, 2013.
- Adobe Educators Summit, Portland, Oregon, 2013
- Visiting Artist, Fashion, MFA program, Parsons The New School for Design, New York, New York, 2012.
- Visiting Artist, Columbia University, Lecture on product design and brand strategy. Sponsored by the Luxury Education Foundation, 2012
- Assemble, Crafts Council of the United Kingdom, guest speaker, London, UK, June 2010.
- CHI Conference, Peer panel judge, Atlanta, Georgia, 2010.
- Pratt, Living Out Loud Panel Discussion, Brooklyn, New York, 2008.
- Brooklyn College, Visiting Artist Lecture, Brooklyn, New York, 2008.
- Parsons School of Design, Visiting Critic for the Design and Management Thesis Review, New York, New York, 2005 - 2008.
- Narrative Architecture, Living Surfaces Conference, American Center for Design, Chicago, Illinois, 2000.
- Visiting Artist Lecture Series, School of Visual Arts, New York, New York, 1993-1994.
- Clay in the East Conference, Virginia Commonwealth University, Richmond, Virginia, 1991.



Bibliography

Selected reviews and press

- From the Virtual to the Satanic..., by Claire Voon, Hyperallergic, Miami, Florida, 2015
- 8 Artists to Watch from the 2015 Bushwick Open Studios
- Navigating BOS 2015: Mimosas, Godzilla, Water-down Zen Philosophies, Reservoir Dogs and Painting in Trees
- Ceramics society to gather in Greenwich, presentation by ceramist and scholar Andrew Cornell Robinson, Culture Cache, by Christina Hennessy, Hearst Media Group, February 6, 2015
- 8 Artists to Watch from the 2015 Bushwick Open Studios
- Your Concise Guide to the 2015 Bushwick Open Studios
- Navigating BOS2015: Mimosas, Godzilla, Water-down Zen Philosophies, Reservoir Dogs and Painting in Trees
- I Magnifici 9. C.C.A. Congiunzioni Coordinanti Avversative. Andrew Cornell Robinson, Doron Langberg e Kyle Coniglio at Anna Kustera, by Luca Labanca, Art Tribune, 5 April 2013.
- Art Rx: Ceramic Art Andrew Cornell Robinson at Anna Kustera Gallery, by Hrag Vartanian, HyperAllergic, March 27, 2013.
- In The Studio, International Sculpture Center, August 29, 2012, by Jan Castro.
- 20 Must-See Studios, Exhibitions, And Events at Bushwick Opens Studios 2012, by Benjamin Sutton, Art Info, June 2012.
- Open season! It's Bushwick's biggest art event of the year, by Aaron Short, The Brooklyn Paper, June 2012.
- Disobedience: Andrew Cornell Robinson at Anna Kustera, by Catherine Spaeth, Huffington Post, December 2011
- Top Ten November Shows in NYC, by Doug McClellmont, Saatchi Magazine, 15 November 2011
- Create Or Else, interview, Edward Albee Foundation, createorelse.com, Ogilvy, October 2010
- Open studio day was hot, Aaron Short, New York Post, 9 June 2010
- algo más.... an interview with Colour Me In, Mexico City, 2009
- The Breakaway Republic of Bushwick Brooklyn Rail, July 2008.
- A conversation with Michelle Lopez and Andrew Cornell Robinson, Sculpture Magazine, Fall 2009
- Interview Michelle Lopez, "The Violent Bear It Away", ArtCat.com, June 2009
- Steve DeFrank interview, ArtCal.net, October 2008

Selected Exhibitions

- Wishful Thinking, Saint Joseph's University, Philadelphia, PA, 2017-18
- Queer Fight Songs, ADO Projects, Brooklyn, NY, 2017
- Home Is Where The Heart Is, Kustera Projects, Brooklyn, NY, 2017
- Most Human, David & Schweitzer Annex, Brooklyn, NY, 2017
- Debtfair, participating artist, a project of Occupy Museums, Whitney Biennial, Whitney Museum of American Art, New York, NY, 2017
- A Call to Action, Kustera Projects, Brooklyn, NY, 2017
- Flores Para Sarah, Side Show, David & Schweitzer Contemporary, Brooklyn, NY, 2016-17
- Precarious Constructs, co-curated by Levan Mindiashvili and Ety Yaniv, Venus Knitting Art Space, Brooklyn, NY, 2016
- Reading Obama, Outsider Art Fair, 2017
- Ultra Pro- Sculptures that Cook!, Curator Michael Tong, Omi International Arts Center, Ghent, NY, 2016.
- Accidental Revolutionary..., Christopher Stout Gallery, Brooklyn, NY, 2016
- BHQFU, Book Fair, Brooklyn, NY, 2016
- Rebus, Spring Break, New York, NY, 2016
- Army of Lovers, Christopher Stout Gallery, Brooklyn, NY, 2015
- Satellite Fair, CSG/NY, curated by Tiger Strikes Asteroid, Miami, FL, 2015
- Gift Shop, Satellite Fair, Curated by Brian Andrew Whiteley, Miami, FL 2015
- Skin In The Game, Phoenix Lindsey-Hall, CSG/NY, Brooklyn, NY, 2015.
- Select Contemporary Art Fair, BACG, Miami, FL, 2014
- Echo Art Fair, curated by Christopher Stout, BACG, Buffalo, NY, 2014