

10  
TO THE NTH  
DEGREE



PRODUCTS  
DESIGN



the<sup>2/3</sup>  
cmnttee

This book marks the 10th year anniversary  
of the SVA MFA Products of Design program.

Foreword written and edited by Allan Chochinov,  
Founding Chair of the SVA MFA Products of Design Program.

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Marianna Mezhibovskaya also known as the 2/3 cmmttee.

Typset in TWK Everett.

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DEGREE

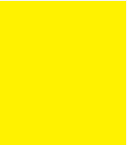

SVA NYC | PRODUCTS DESIGN × the 2/3 cmmttee



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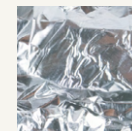




## FOREWORD BY ALLAN CHOCHINOV

On the 10th anniversary of SVA's MFA in Products of Design, I look back at all the “products of design” that have emerged from the program and am struck by their multi-disciplinary breadth and ambition, and also by their authorship. Because even though our students create work in physical products, digital products, social innovation, service design, business, policy, branding, and more, the true fruition of products of design are not things; they are people.

So, in this incredible compendium of 260 individuals—all the students, faculty, and staff who have animated and given shape to the department and its mission over the past decade—we honor and celebrate their efforts and commitment to the creative capacity of design, and thank them for being the beating hearts of this community.



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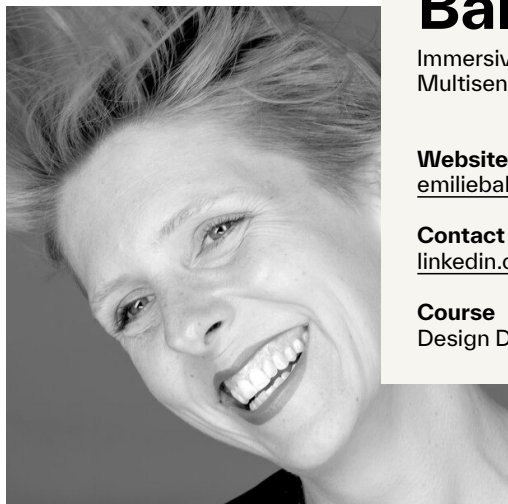


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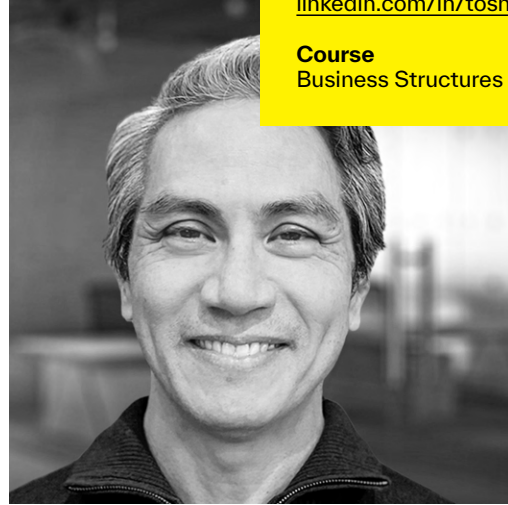
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***“Life is the greatest  
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- Ayse Birsal



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UX Beyond the Screen



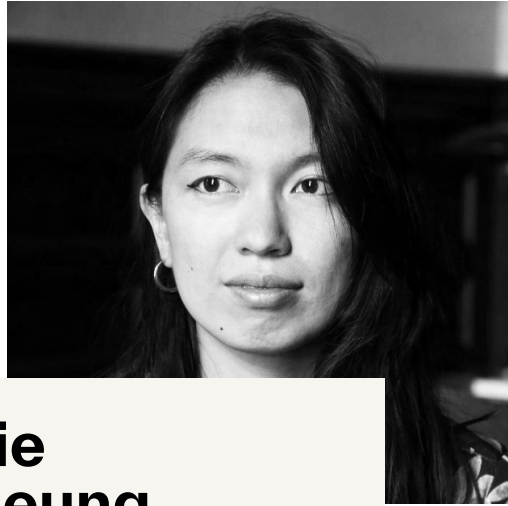
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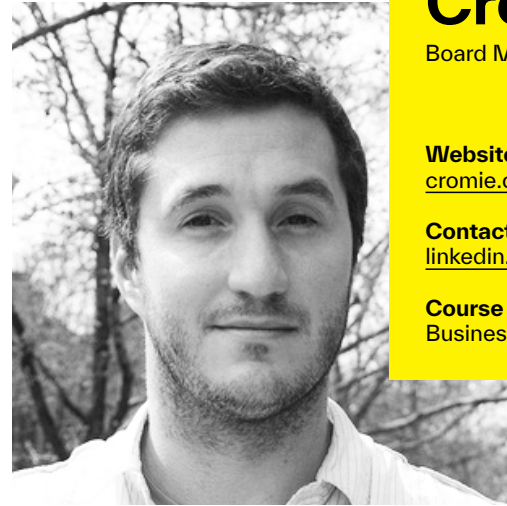


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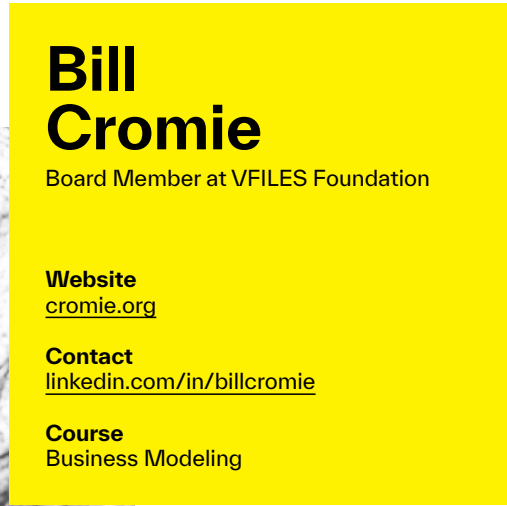
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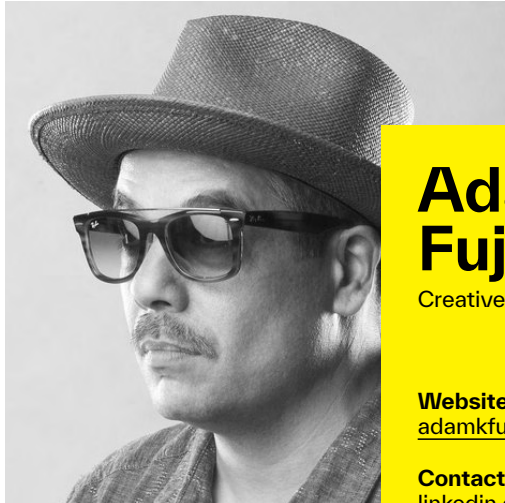
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**Course**  
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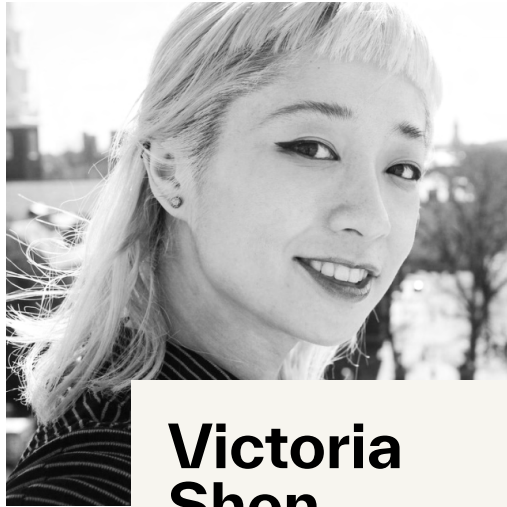


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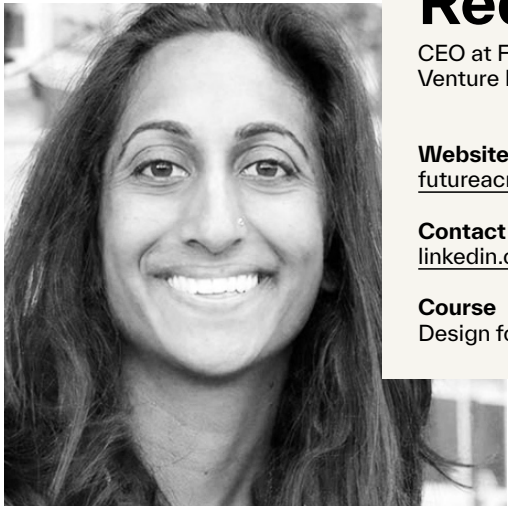


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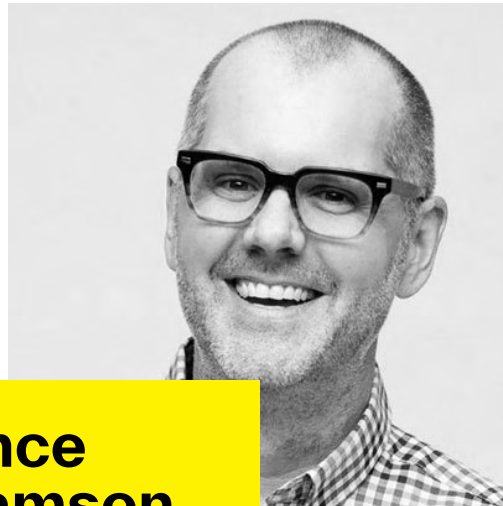
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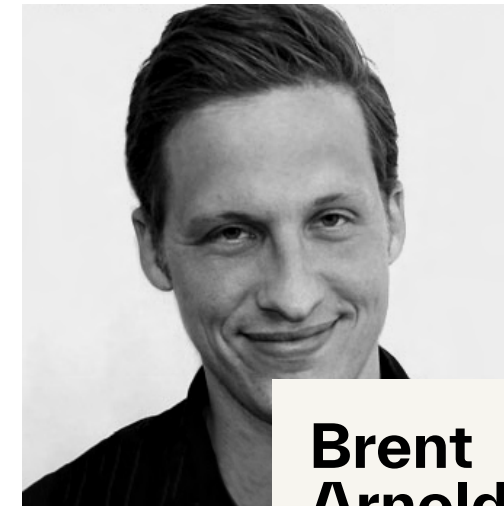
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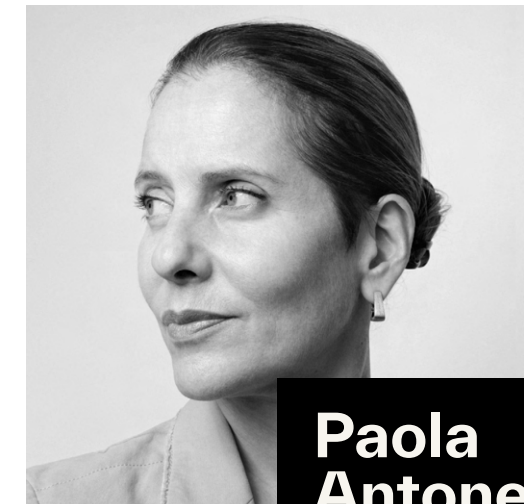


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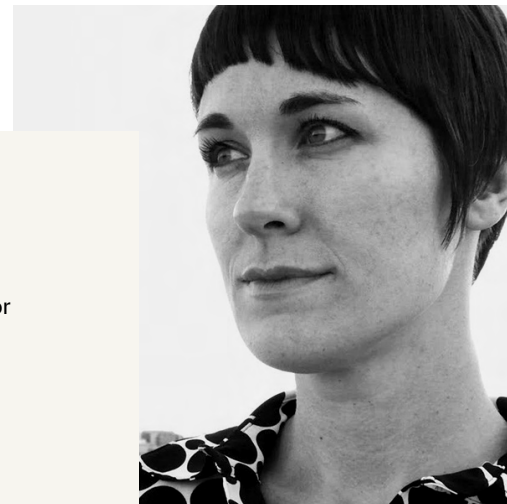


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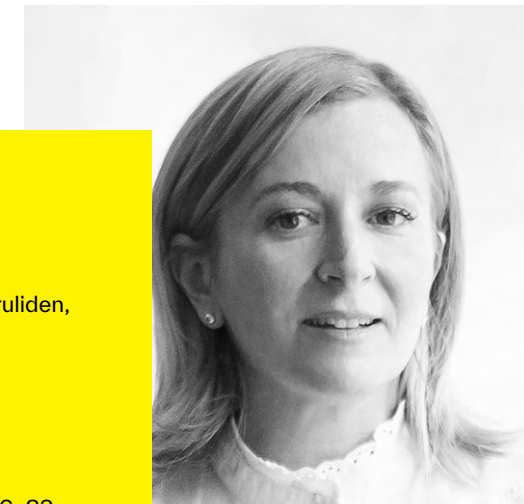


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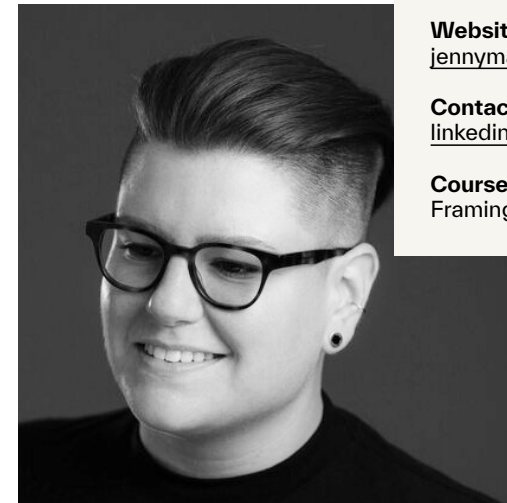
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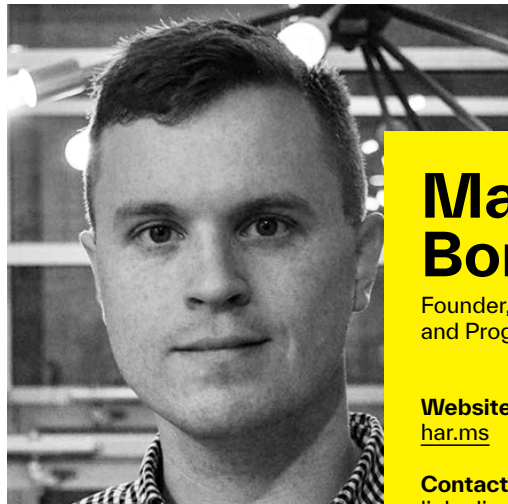
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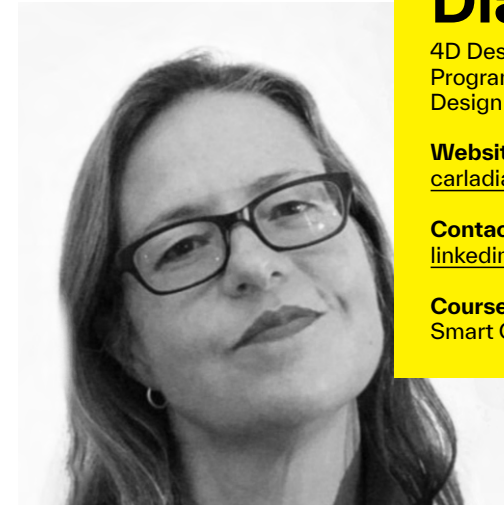
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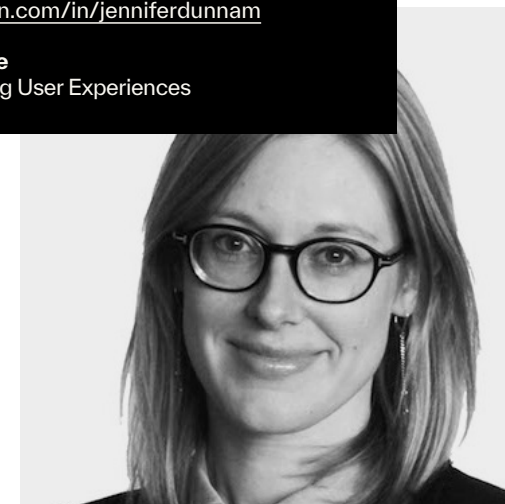


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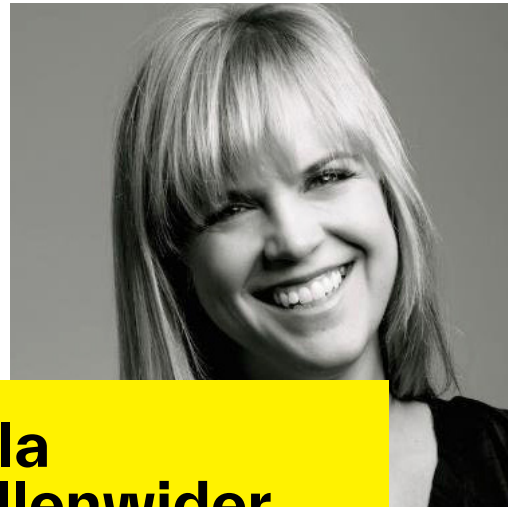


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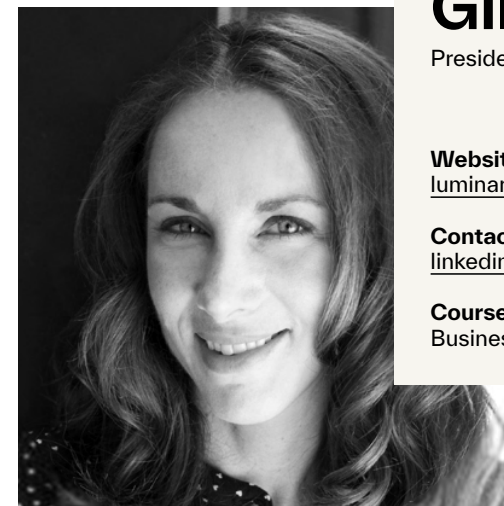
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***“The best way to  
complain is to  
make things.”***

- Rob Walker





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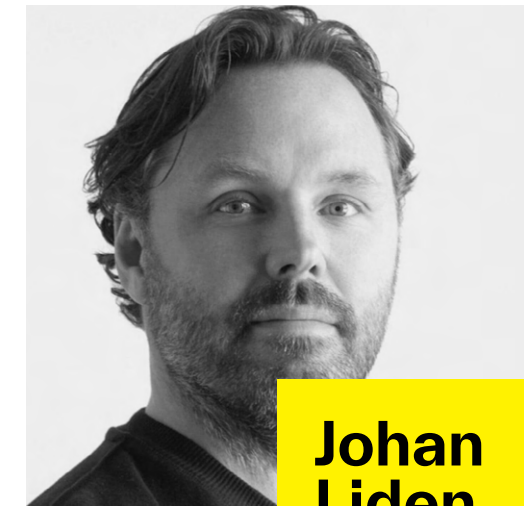
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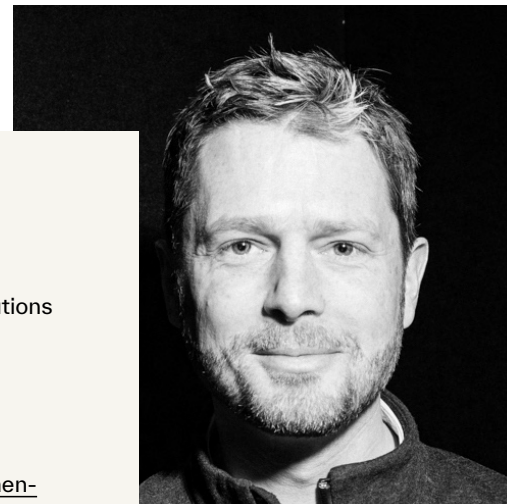
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**Course**  
Design Research and Integration

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**Course**  
Design for Public Policy



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**Course**  
Mark Making and the Graphic Narrative



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**Course**  
Thesis Synthesis and Writing



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Senior Strategic Foresight Specialist  
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**Course**  
Dynamics and Strategy and Design



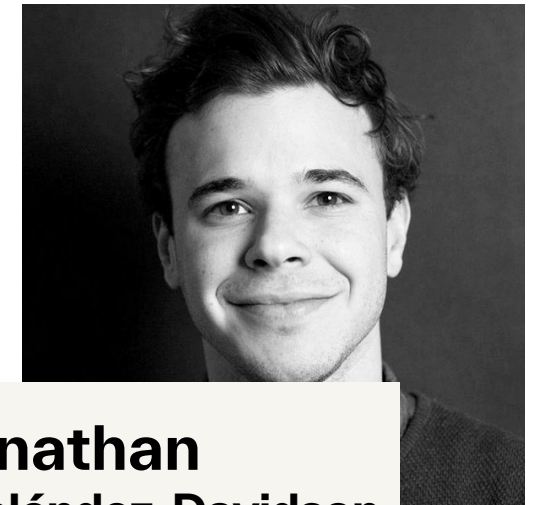
## Jonathan Meléndez-Davidson

Design Strategy Lead at Newlab

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**Course**  
Design Research and Integration



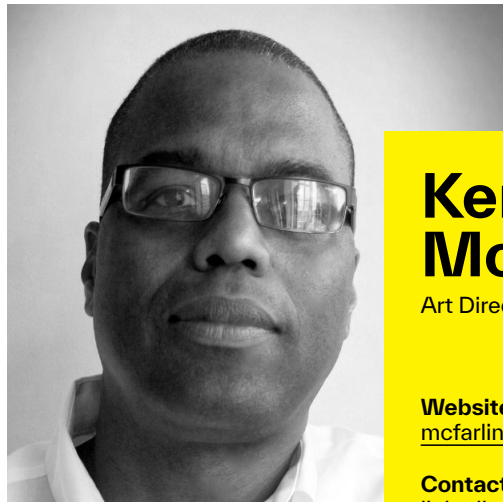
## Ken McFarlin

Art Director at The New York Times

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**Course**  
Graphic Design





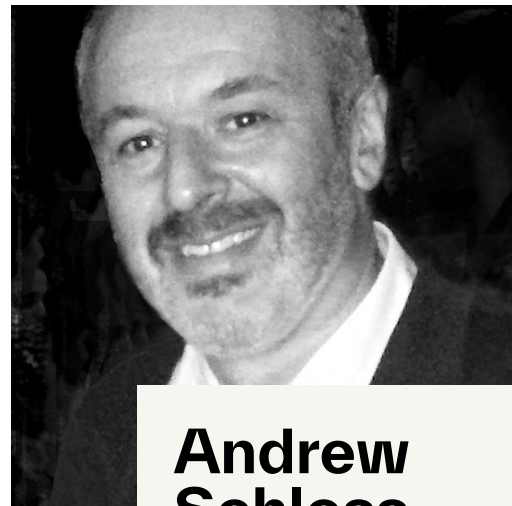


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SVP, Head of Behavioral Science  
at U.S. Bank

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**Course**  
Behavioral Psychology



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**Course**  
Thesis I: Research and Design Lenses

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Global Experience Design Lead,  
Sustainability at Accenture Song

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**Course**  
Climate Futures



**Kakee  
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**Course**  
Systems, Scale, and Consequence



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**Course**  
Framing User Experiences



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**Course**  
Integrative Sustainability

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**Course**  
Studio Visits



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Transformational Change

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**Course**  
Catalyzing Transformation

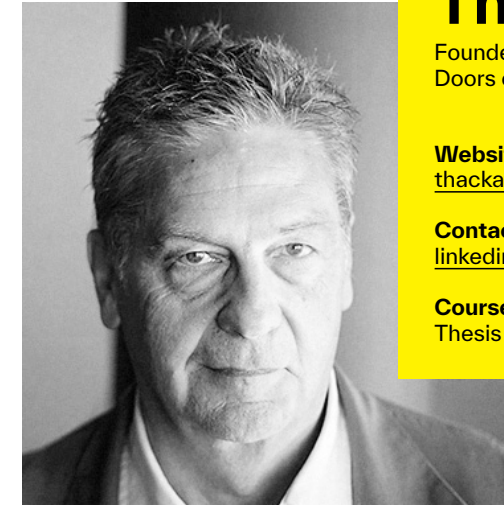


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Design Coach at Copenhagen  
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**Course**  
Design Research and Integration



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**Course**  
Thesis



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**Course**  
Design for Social Value: Design and Politics



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**Course**  
Smart Objects



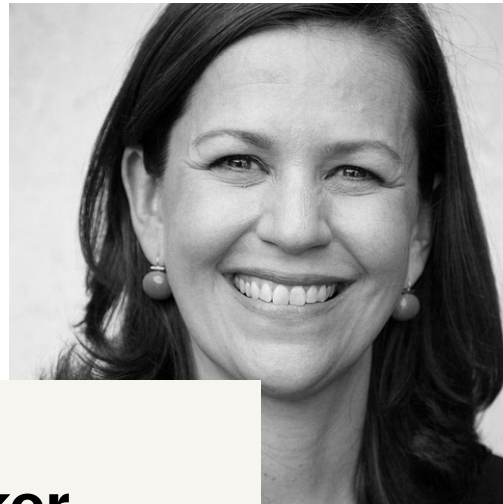
## Jennifer van der Meer

CEO at Reason Street, Assistant Professor at Parsons School of Design

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**Course**  
Integrative Sustainability



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**Course**  
Business Structures

Staff

**Former**



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**Role**  
Former Program Coordinator



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**Role**  
Former Director of Operations



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**Role**  
Former Assistant to Chair



## Samantha Hinds

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**Role**  
Former Assistant to Chair



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**Role**  
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**Role**  
Former Program Coordinator



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**Role**  
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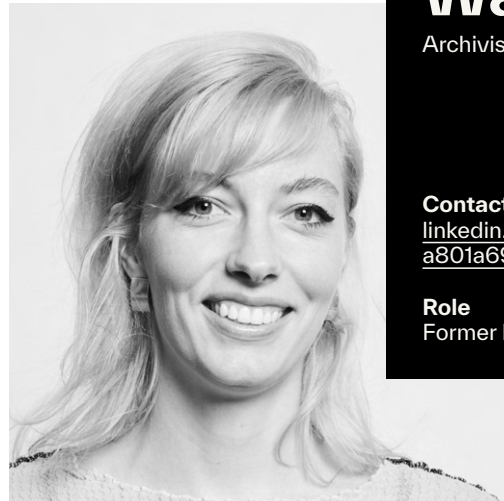


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**Role**  
Former Program Coordinator





***“Thesis is not about  
the end. It’s about  
the journey.”***

– Andrew schloss

**1st**

**Class of 2014**

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**Thesis**  
Harvest: A Proposal for Architecting Ambient Energy Capture



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Designer

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**Thesis**  
The End



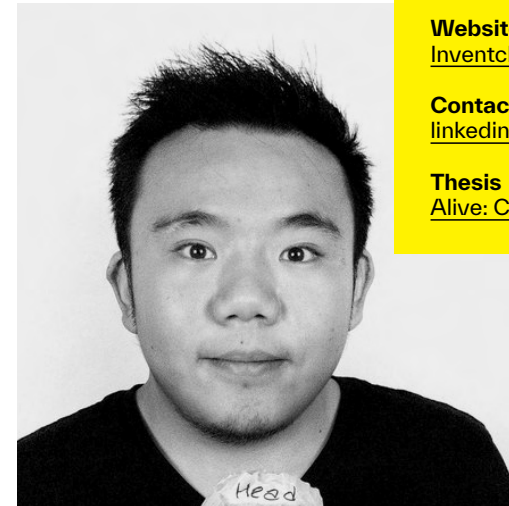
## Rona Binay

Art Director at Apple

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**Thesis**  
COEXIST: Mixing with Urban Wildlife



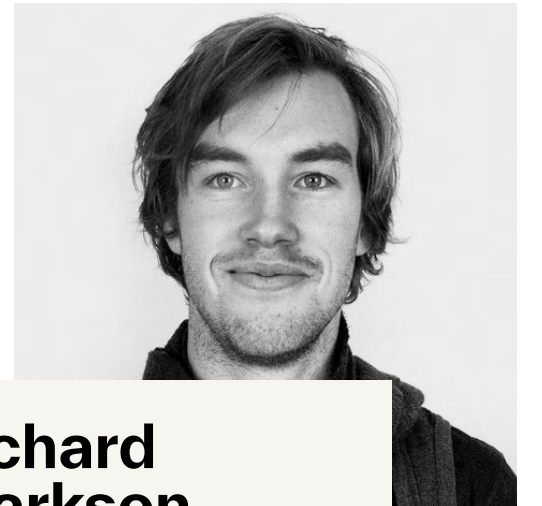
## William Chan

Industrial designer, Design engineer

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**Thesis**  
Alive: Comforting Your Food



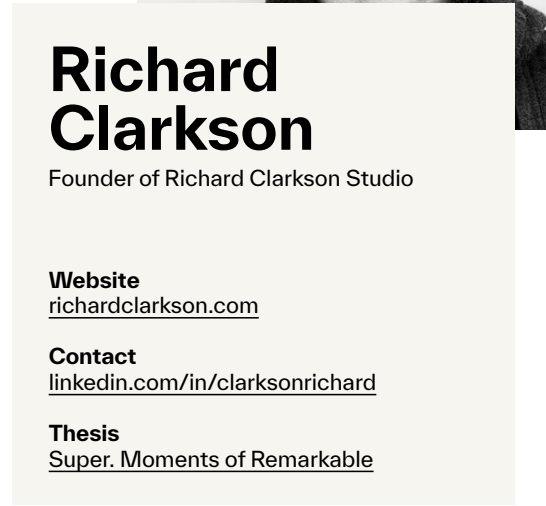
## Richard Clarkson

Founder of Richard Clarkson Studio

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**Thesis**  
Super. Moments of Remarkable



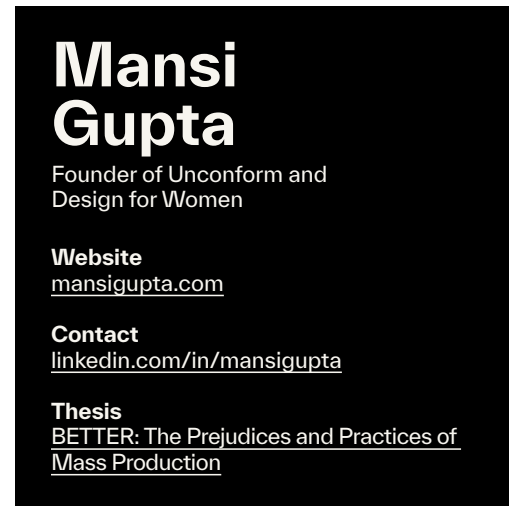
## Mansi Gupta

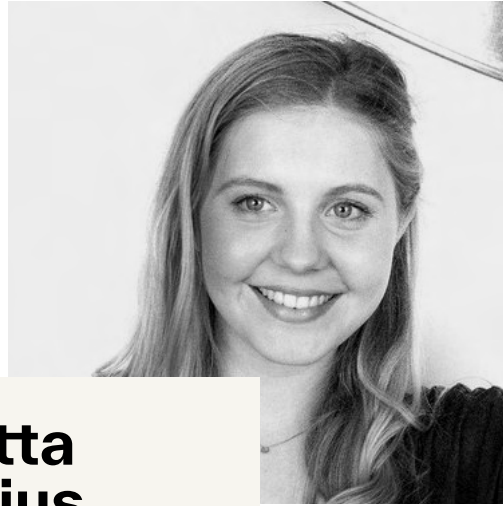
Founder of Unconform and Design for Women

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**Thesis**  
BETTER: The Prejudices and Practices of Mass Production





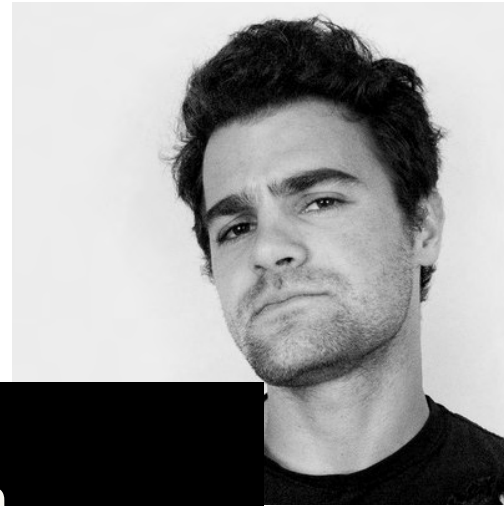
## Charlotta Hellichius

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**Thesis**  
Whateverest. Exploring the Landscape of Apathy and Agency



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**Thesis**  
Lucid: Seeing as a Tool for Learning

## Samantha Moore

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**Thesis**  
Around: Drawing Out Relief and Engagement in the Urban Environment

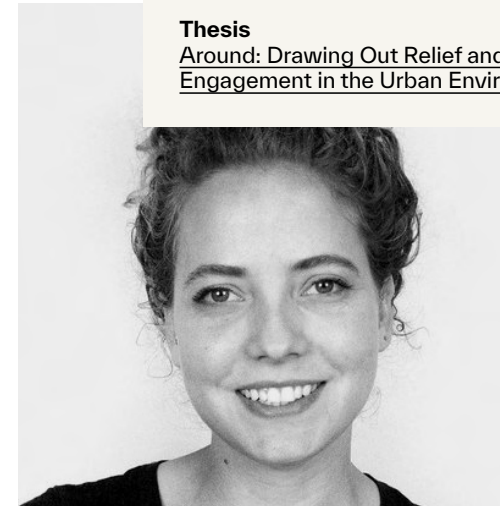


## Cassandra Michel

Staff User Researcher at Spotify

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**Thesis**  
Five+: An Exploration of Mindful Experience Through the Senses

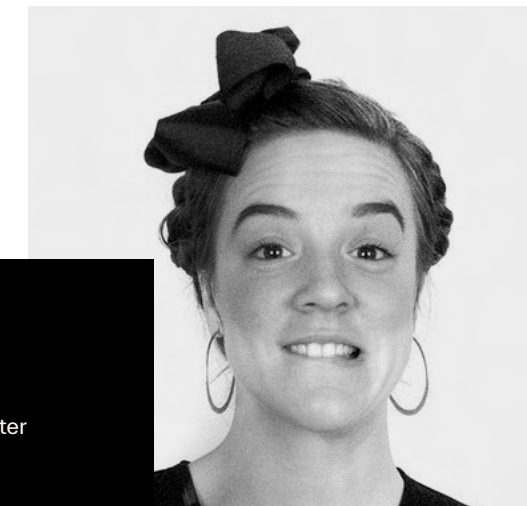


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Program Curator at Beam Center

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**Thesis**  
State of the Art Project: Transforming Local Businesses Into Learning Laboratories



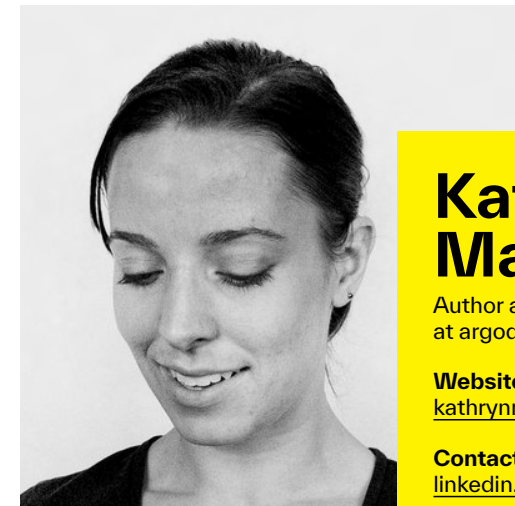
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**Thesis**  
Presence: How to use Digital Technology To Live a More Analog Life





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**Thesis**  
[The Teacher's Lounge: Re-empowering Teachers Through Design Offerings](#)

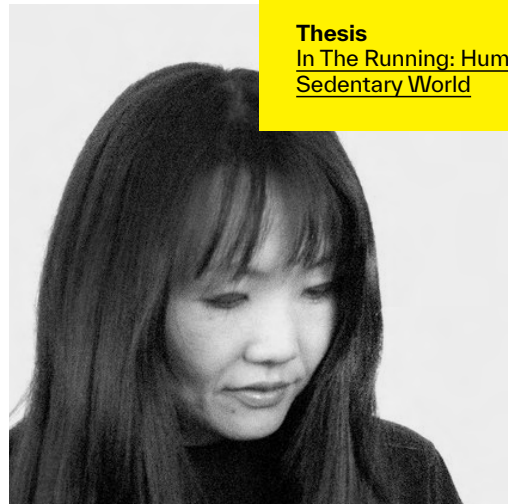
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**Thesis**  
[In The Running: Human Mobility in a Sedentary World](#)



2nd

**Class of 2015**





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**Thesis**  
[I Was There When](#)



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**Thesis**  
[Organizing Principle](#)

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**Thesis**  
[Grey Space](#)



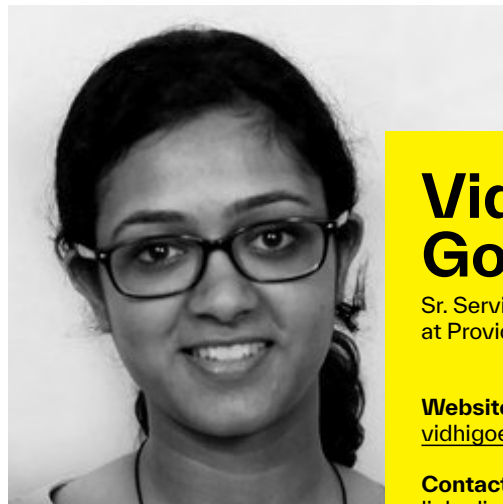
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**Thesis**  
[The Median is the Message](#)



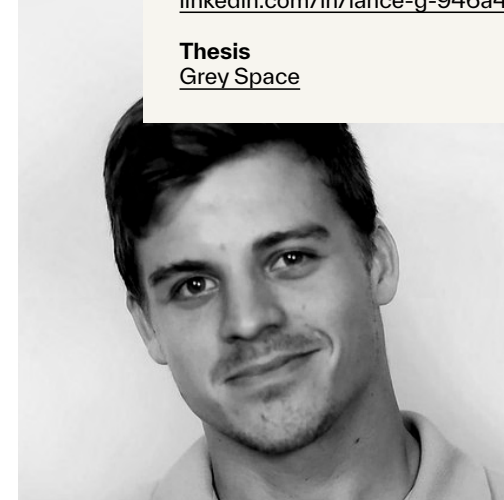
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**Thesis**  
[Kona: Changing Perspectives on Learning](#)



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**Thesis**  
[It's Chinese to Me: Luck and Cultural Empathy](#)



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**Thesis**  
[SHIFT: A Proposal for Lifting Community Morale](#)



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**Thesis**  
[The Void: Finding Value in Nothing](#)



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**Thesis**  
[The Gowanus Outdoors Club: A Field Guide to Soliphilia](#)



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**Thesis**  
[In Knead: Rebuilding Intent in Our Relationship With Food](#)



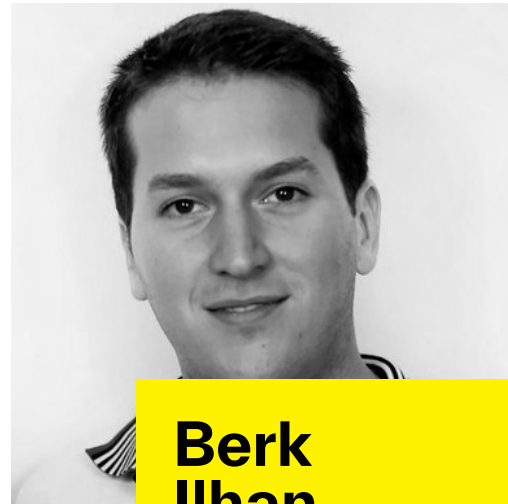
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**Thesis**  
[Uplift: Happiness and Communication in the Context of Cancer](#)



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**Thesis**  
[Her Sense: Women, Technology & Intervention](#)





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**Thesis**  
DISCLOSIONAL: Creating Conversation Around, In, and Outside HIV



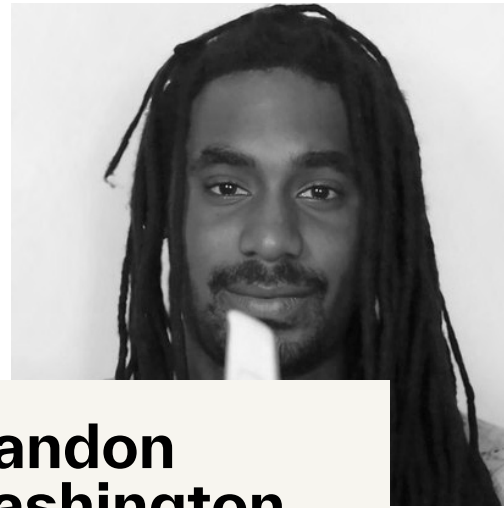
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**Thesis**  
Spectacle



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**Thesis**  
Things.



**3rd**

**Class of 2016**



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**Thesis**  
Permanism: Towards the Obsolescence of Disposable Furniture



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**Thesis**  
Finding North: Marrying the Physical and the Emotional to Process Trauma

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**Thesis**  
Sincerely, Toward a Contemporary Design of Assisted Suicide



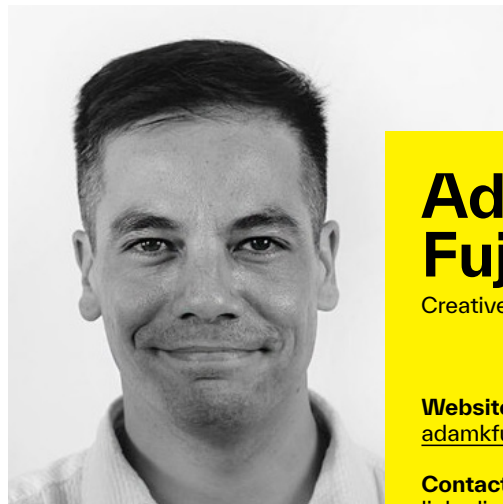
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**Thesis**  
Do It Now: Overcoming Procrastination



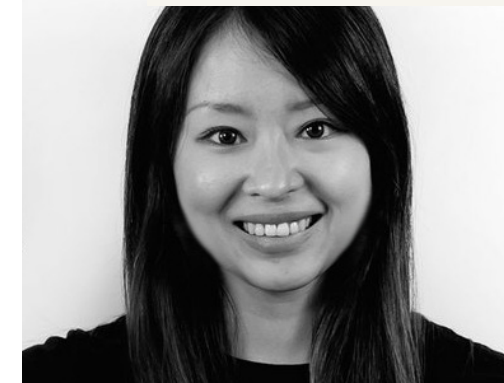
## Adam Fujita

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**Thesis**  
XENO: From the Foreign to the Familiar



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**Thesis**  
In Flux: Identities Under the Influence



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**Thesis**  
Hereafter: Remapping the Landscape of Death and the Way It is Remembered



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**Thesis**  
Oustiders: Designing Engagement with the Incarcerated



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**Thesis**  
Vakit: On the Elasticity and Subjectivity of Time



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**Thesis**  
Masterminds & The Art of Misbehaving



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**Thesis**  
At the Ready: Preparation for Just About Anything



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**Thesis**  
This Great Violence: Understanding Everyday Experiences of Racism





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**Thesis**  
Animate: Bringing Charm and Magic to the Everyday



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**Thesis**  
Unbound: Psychophysical Design for Paralysis and Disability

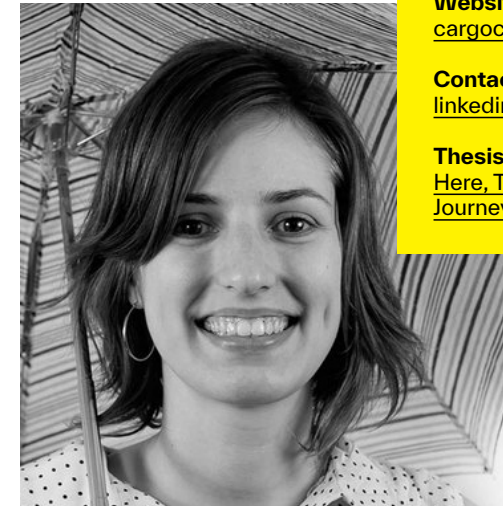


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**Thesis**  
Exponent: Amplifying Female Voices in Tech Discourse



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**Thesis**  
Here, There & Elsewhere: A Design Journey Around Travel and Place



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**Thesis**  
Atto: An Exploration of Movement and Design

## Belen Tenorio

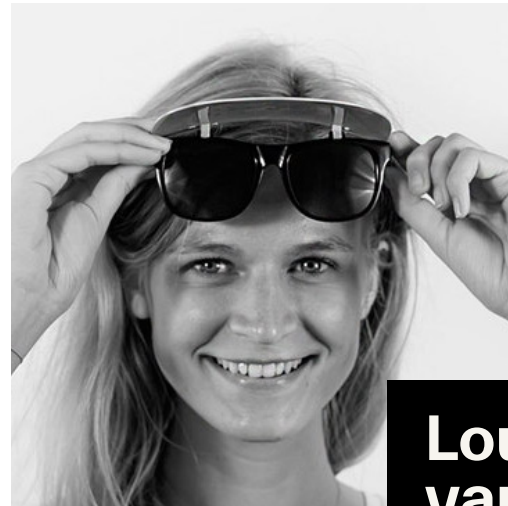
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**Thesis**  
ReMind: Re-evaluating ADD and ADHD in a Quick-Fix Society





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**Thesis**  
[Side Step: A Momentary](#)  
[Escape From the Real World](#)

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**Thesis**  
Reload: Triggering Your Passion for Life  
with Gamification





***“Name it.  
Frame it.  
Claim it.”***

- Allan Chochinov

4th

**Class of 2017**



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**Thesis**  
Playing With Firebrands: Amplifying Student Voices in Public Education



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**Thesis**  
Awe and Astonishment: Wonder in the Age of Democratized Magic

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**Thesis**  
Pygmalion: Creating a System to Empower People with Social Anxiety Disorder



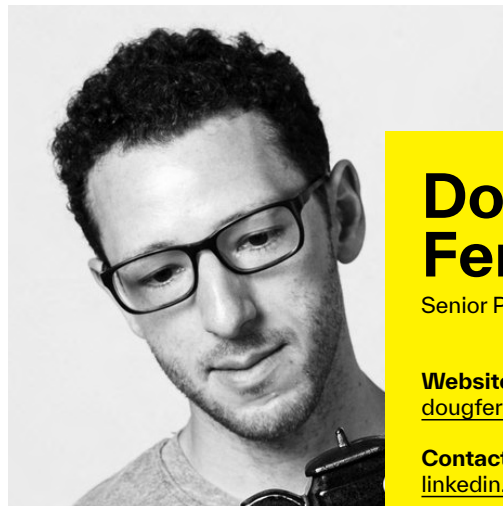
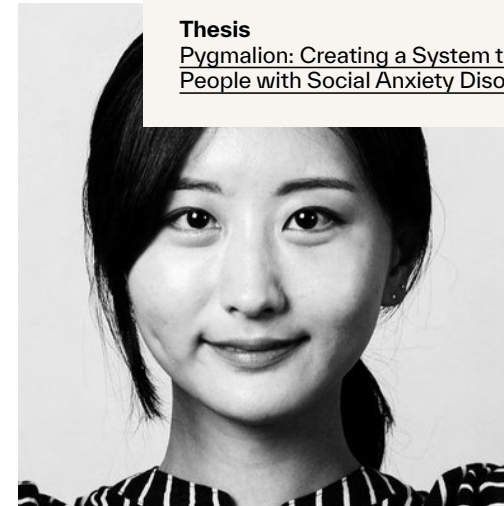
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**Thesis**  
With, Despite, Because: Living your Best Life with Chronic Pain



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**Thesis**  
POWER SUITS: Building Confidence in Children with Mental Health Conditions



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**Thesis**  
Invisible Tethers: How Time and Memory Shape Products and Places

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**Thesis**

Digital Natives: Promoting Analog Behaviors in Children's Cognitive Development



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**Thesis**

JUSTICE BY ALL: Revitalizing Civic Engagement in the Judicial System



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**Thesis**

ABSURD INTELLIGENCE: Explorations of the Unconscious



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**Thesis**

Instigationism: Preventing Pain Through Persuasive Play



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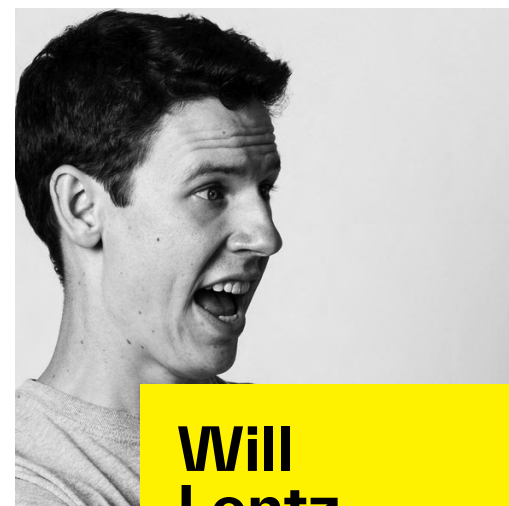
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**Thesis**

Eating Together: Explorations in an Anti-Social Food System



## Oscar Pipson

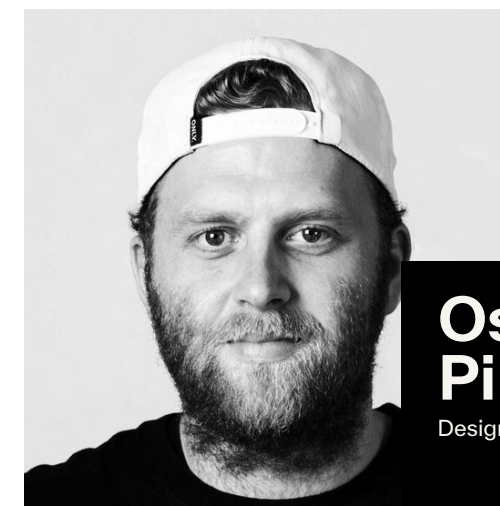
Design Director at Ten To One Rum

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**Thesis**

SOUL'D: Exploring the Commodification and Appropriation of Black Coo



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**Thesis**

Good Grief: Inducing Eco-Anxiety as a Call to Climate Action



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**Thesis**

DOMINION: Redefining the Relationship Between Animals and Humans



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**Thesis**

Finding the Wild: A Visceral Approach to Sustainability





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**Thesis**  
UPGRADE: Designing for Access and Acceptability around Limb Loss and Limb Difference



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**Thesis**  
Dare + Defy: A Woman's Place in the Great Outdoors

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**Thesis**  
You Are on the Fastest Route: Intentional Community and Responsible Autonomy



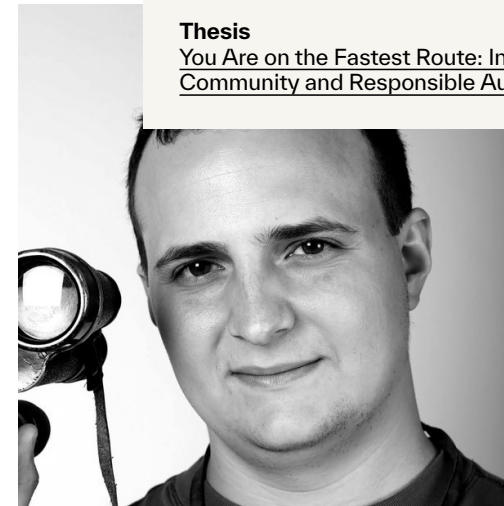
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**Thesis**  
InVISIBLE POSSESSIONS: Reclaiming our Relationship with Products in an Augmented Age



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**Thesis**  
Me, Myself and A.I.: How I Learned to Love the Machine That Took my Job



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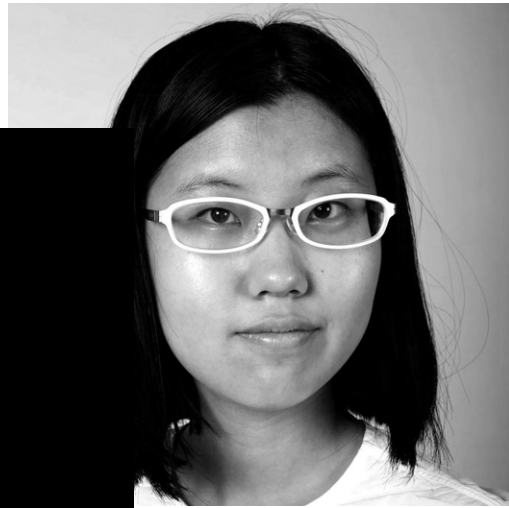
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**Thesis**  
110%: Improving Athletes' Performance Through Brain Fitness

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**Thesis**  
A Mask That Reveals: Exploration and Expression Through Anonymity



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**Thesis**  
YES, MAYBE NOT: A Design Investigation into Young Adulthood

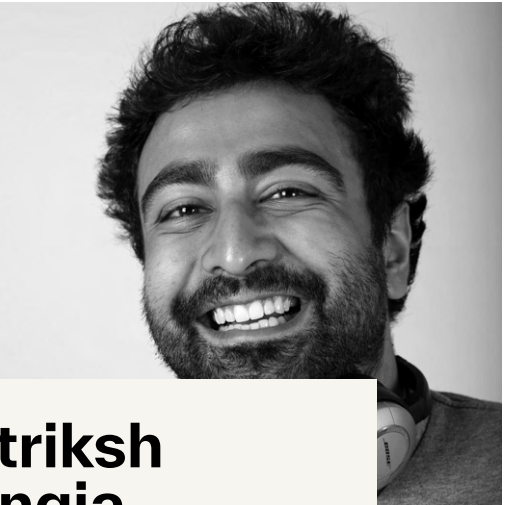


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**Thesis**  
Contemporary Soundscapes: Design to Prioritize Untapped Aural Potential in the Visual World



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**Thesis**  
Prosumerism: Crafting Alternate Consumption Experiences

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**Thesis**  
Cast Away: Designs for Socially Isolated Korean Men Contemplating Suicide



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**Thesis**  
LoopWhole: Increasing Conservation Through Impact Reframing



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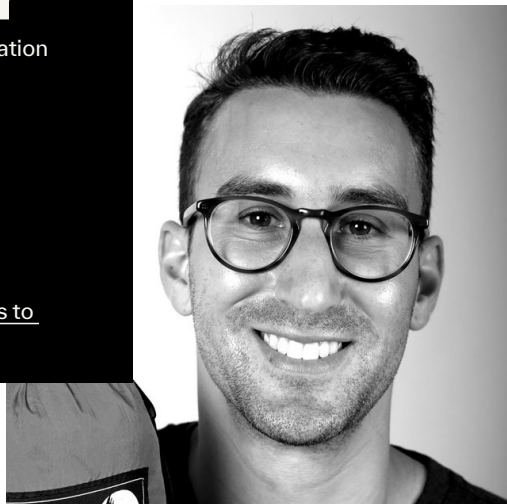
Manager of Commercial Negotiation and Strategy at Apple

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**Thesis**

GENTLEmen: Challenging Adults to Raise Feminine Boys



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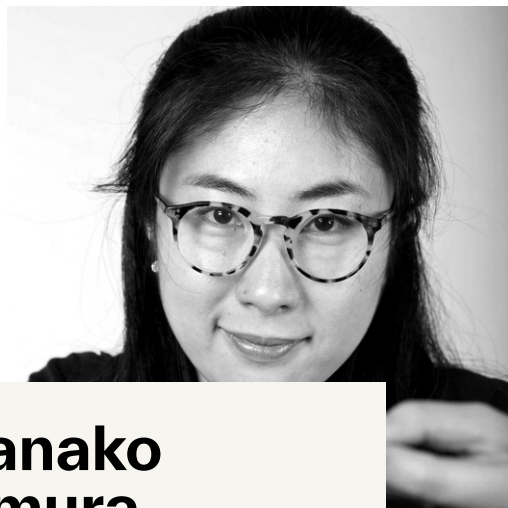
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**Thesis**

Hacking the Racial Binary: Design Provocations for Identity and Shame



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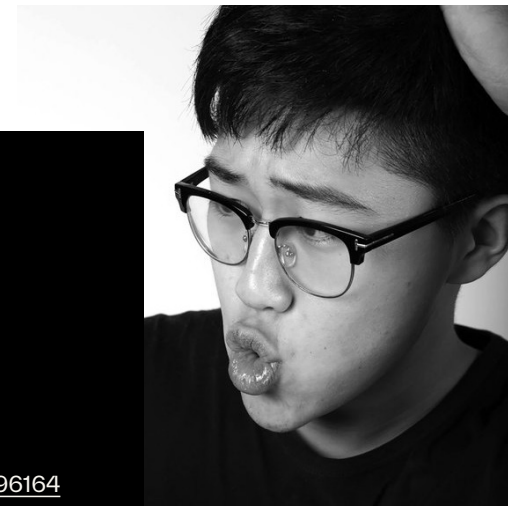
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**Thesis**

Symbiosis, Ecological Services for the Urban Environment



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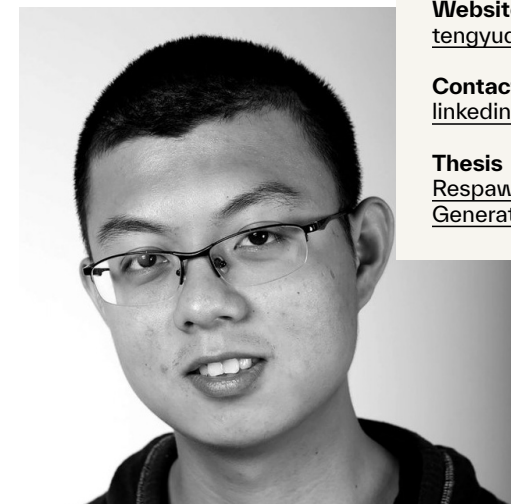
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**Thesis**

Respawn: Activating the Bedroom Generation by Gamifying Public Spaces



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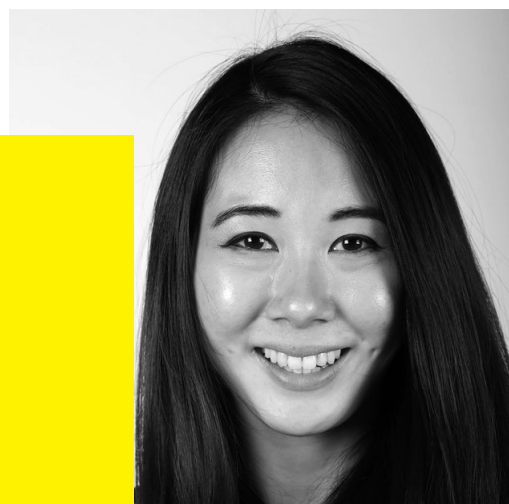
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**Thesis**

In Equality: Migration, Labor, and Our Modern Global Economy



**6th**

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**Thesis**  
Public Speaking Anxiety: The Environments That Make or Break Us

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**Thesis**  
Fantasies of Our Independence: The Role of Civil Society in the Postmodern City



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**Thesis**  
There and Never Back Again: Design in the Next Age of Space Exploration

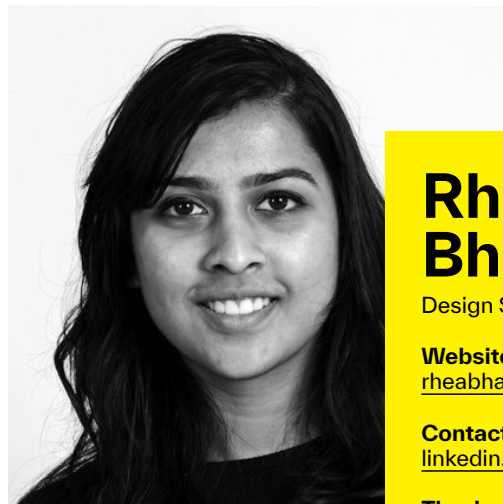
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**Thesis**  
Before you click: Design for Better Decision-Making in Online Shopping



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**Thesis**  
Hysterical Women: Designing Experiences to Counter the Current Gaslighting Healthcare System



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**Thesis**  
Alexa, Help Me Be A Better Human: Redesigning Conversational Artificial Intelligence for Emotional Connection

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**Thesis**  
Closer Kin: Building Stronger Family Environments by Design



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**Thesis**  
Unauthorized Play: Design Provocations for Children in Crisis



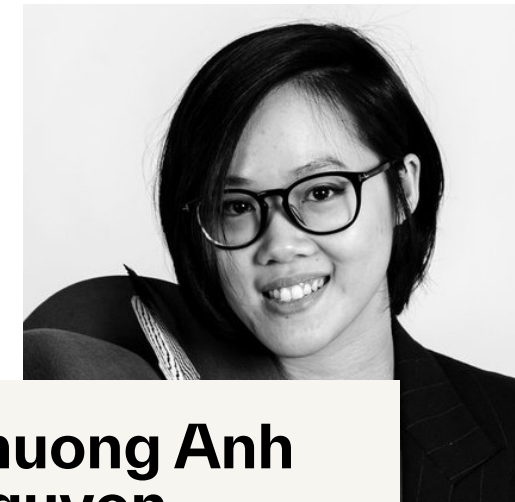
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**Thesis**  
Power Play: Designing for Agency and Empathy in Virtual Environments



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**Thesis**  
Attainable: Designing for Academic Engagement Through Sports and Exercise



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**Thesis**  
No Do-Over: Designing Lives Without Regret



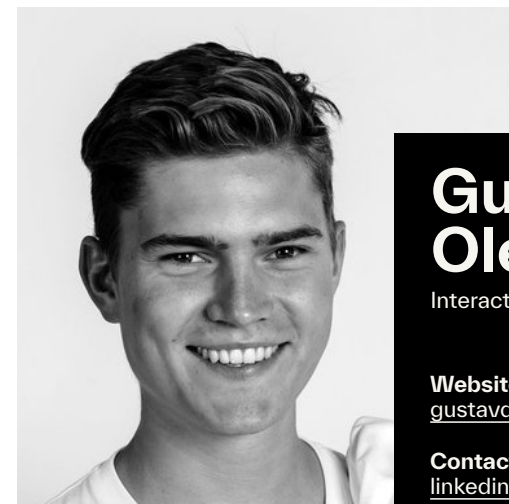
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**Thesis**  
Food Justice: Through the Power of Knowledge Sharing



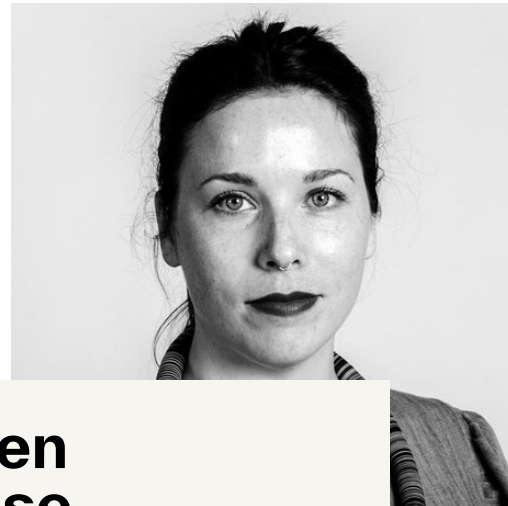
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**Thesis**  
Density is Destiny: Designs for Shared Experience in the Coming Age of Autonomous Vehicles



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**Thesis**  
The Aha Movement: The Creative Process at Work



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**Thesis**  
Teambuilding America: A Declaration of Interdependence

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**Thesis**  
The Mother Load: Owning Motherhood and Offloading Burden



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**Thesis**  
When No One Believes You: Redesigning the Rape Kit and Responses to Sexual Assault



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**Thesis**  
Queer China: Diminishing the Tension Between Chinese Queer Youth and Their Family





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### Thesis

MONO/POLY: Designing for a Post-Marriage Society

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### Thesis

Small But Certain Happiness: Finding Fulfillment in a Low Desire Society



***“No prototype,  
no meeting.”***

– Allan Chochinov



7th

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BIRTH REBORN: Using Design To Address Barriers To Equitable Maternal Care For Black Women



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UNFILTER: Dating In The Digital Age



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**Thesis**  
Grandma's Teeth: An Exploration Of Feminine Voice, Power, And Reclamation



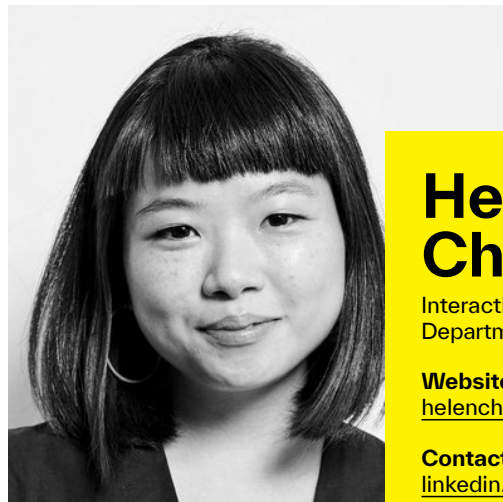
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**Thesis**  
Happy Plants And A Smiling Belly: Investigating The Probable Future Of The Human Food System



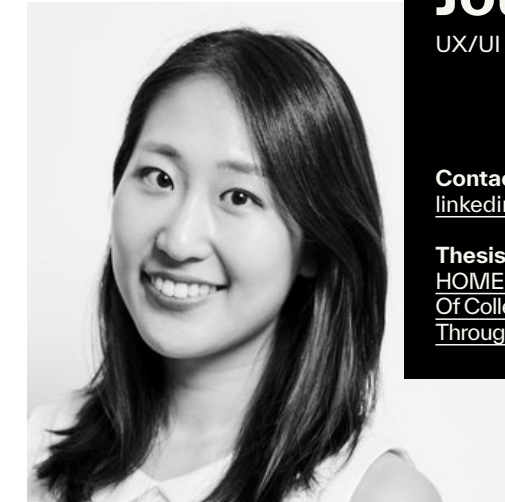
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**Thesis**  
Fruiting Bodies: Fungal Futures For Collaborative Survival



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HOME IN PROGRESS: Designing Systems Of Collective Care For Migrant Communities Through Food And Multi-Sensory Experiences

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**Thesis**  
[RICH BITCH: Feminine Strategies For Financial Power](#)



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**Thesis**  
[BY CHOICE: Designing The Abortion Journey](#)



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**Thesis**  
[AUTOMADA: Privacy And Propriety In The Age Of Surveillance Capitalism](#)



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**Thesis**  
[Plant Blindness: Communicating With Plants Through The BioSense](#)

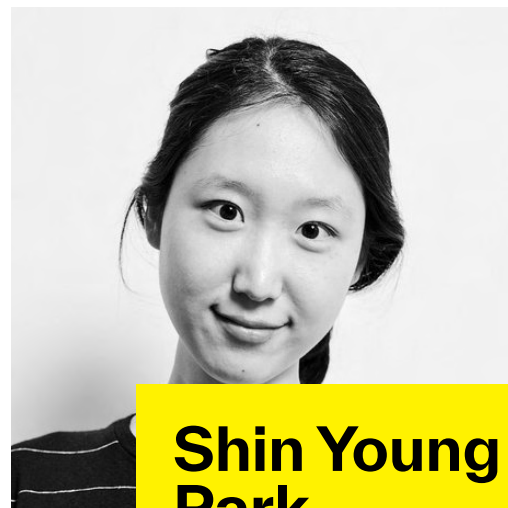


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**Thesis**  
[Dear Financial Future: Designs For The Younger Generation's Better Financial Decisions](#)



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**Thesis**  
[FireLink: Fighting Fire With Data](#)



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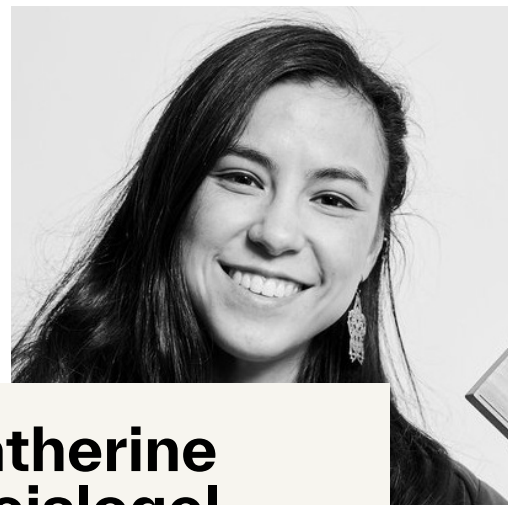
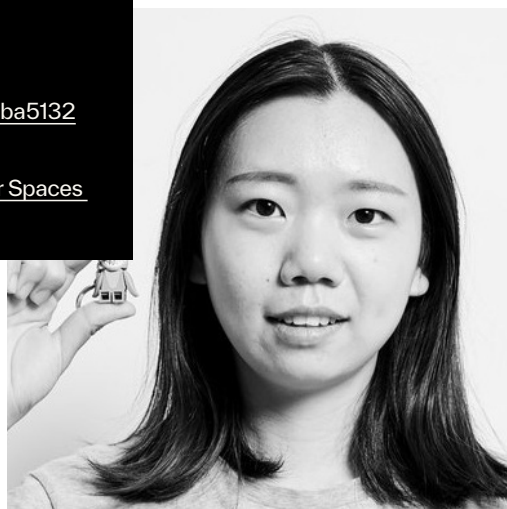
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**Thesis**

TRANSVERSION: Creating Better Spaces For Introverts



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**Thesis**

Transcending Blue: Adolescent Interconnection & Empathy In The Age Of Screens



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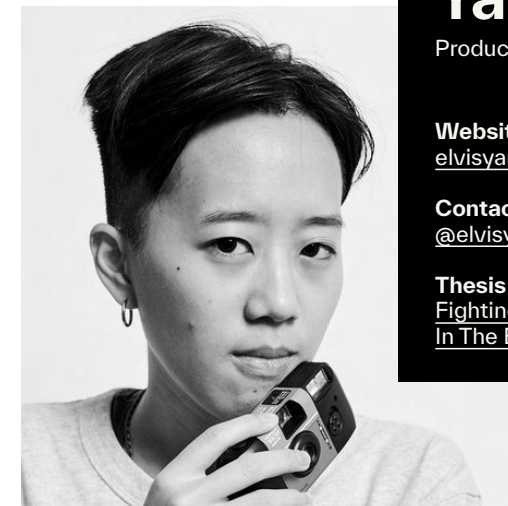
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**Thesis**

PACE: New Modalities For Slow Living In Accelerating Times



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Fighting Fatigue: Decision-Making In The Era Of Big Data



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**Thesis**

Journey To The West: Integration Of Chinese Students In America



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**Thesis**  
[Overwhelmed: Work, Play, Time, and Design](#)

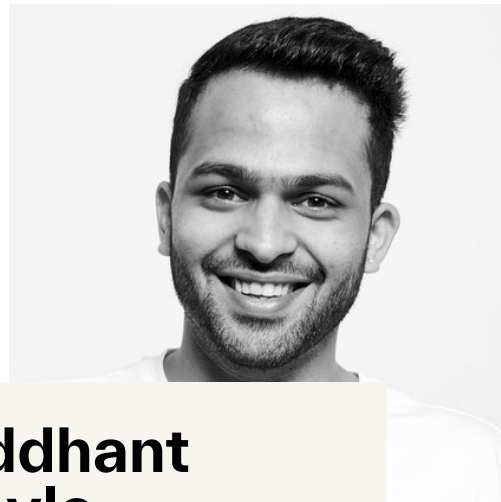
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**Thesis**  
[Bursting Bubbles: Learning About Others Through Digital Play](#)



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**Thesis**  
[The Scattered Billion: Designing for the Grey Economy](#)

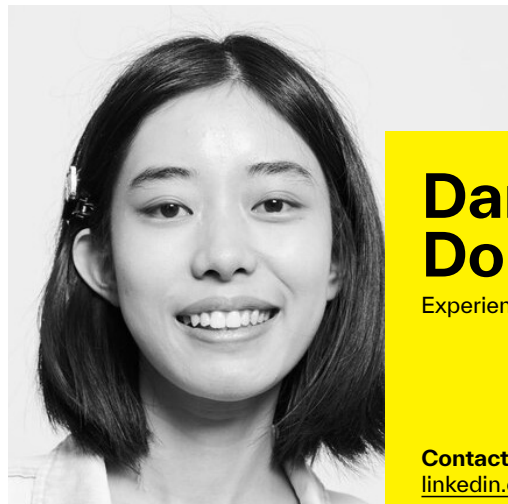
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**Thesis**  
[The Uncommon Core: A Design Exploration of Active Education for Kinesthetic Learners](#)

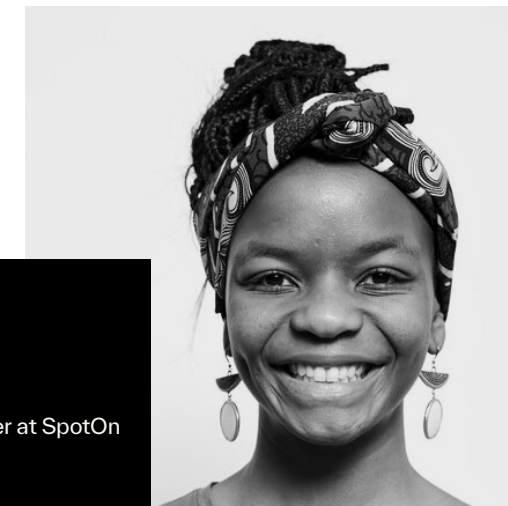


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[Uplifting / Lifting Up: Asian Power From Our Own Hands](#)



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[Language In Language Out: Natural Language Processing in the Context of Indigenous South African Languages](#)

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**Thesis**  
[Sparks: Marriage, Connection, and Design](#)



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**Thesis**  
[N-3+Me: Urban Resilience at Human Scale](#)



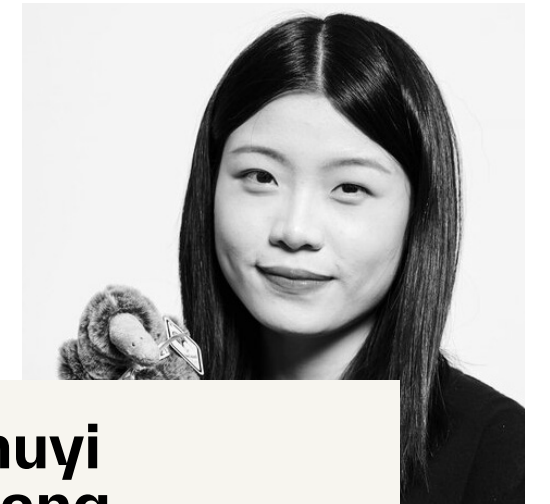
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[Buying Possibilities: The Double Edge of Blind Box Culture](#)



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**Thesis**  
[Attainable: Designing for Academic Engagement Through Sports and Exercise](#)

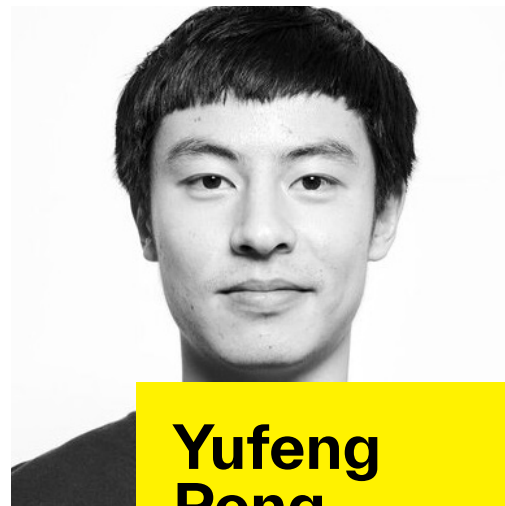


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**Thesis**  
[Disintermediation and Design: Customers, Producers, and the Platform](#)



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**Thesis**  
[Second-Hand, Second-Love: Reimagining Sustainable Fashion in China](#)



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**Thesis**  
[Meet You on the Steps: Museums as Social Experiences](#)

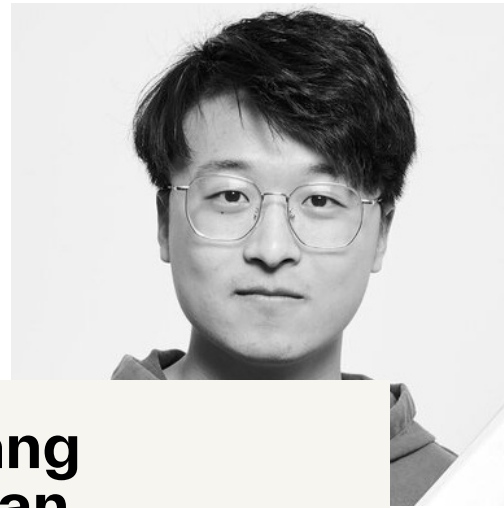


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**Thesis**  
[Inter-Generate: A Set of Design Offerings for Chinese Empty Nesters](#)



***“Think with your hands.”***

- Sinclair Smith

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**Thesis**  
Raise A Healthier AI: Responsibility and Intelligent Systems



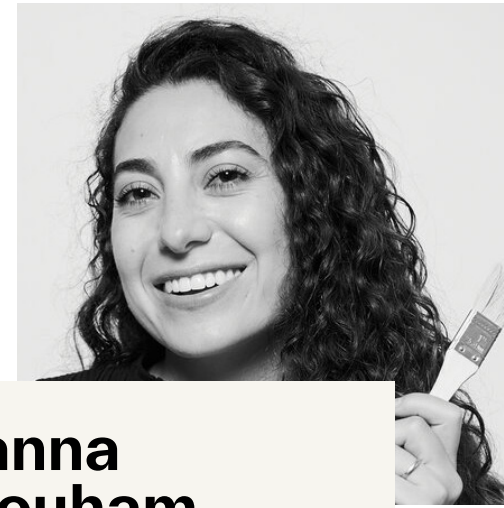
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Telecommunication Fraud: Raising Awareness Around Fighting Fraudsters



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Chronic: How Understanding Your Pain Can Change Your Pain

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**Thesis**  
A Fascination with Noise: Contact Mics, Everyday Objects, and Product Design



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**Thesis**  
Bridged Reality: Using Technology to Nurture Distant Relationships



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**Thesis**  
Offtrack: Designing Escape From Arrested Development

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**Thesis**  
 Cheers to Love: Creating a Better Concert Experience



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**Thesis**  
 Do As a Pirate Does: An Unauthorized Hacking Guide to a Creative Future

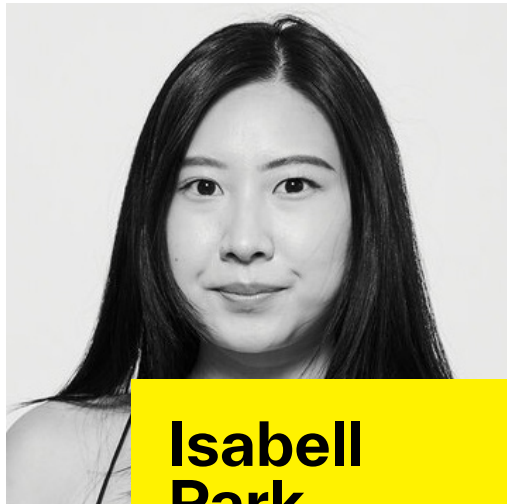


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**Thesis**  
 Cute No More: Asian Women's Unity and Resistance In The Public Space



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**Thesis**  
 The Powerless Metaverse: Inclusivity, Equity, and Ownership

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**Thesis**  
 From Alienation to Hybridization: Resetting the Future of Work



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**Thesis**  
 Weighted: Designing Towards Fat Liberation

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**Thesis**  
Pasos: Design Interventions for Gendered Agency in Latin Partner Dance

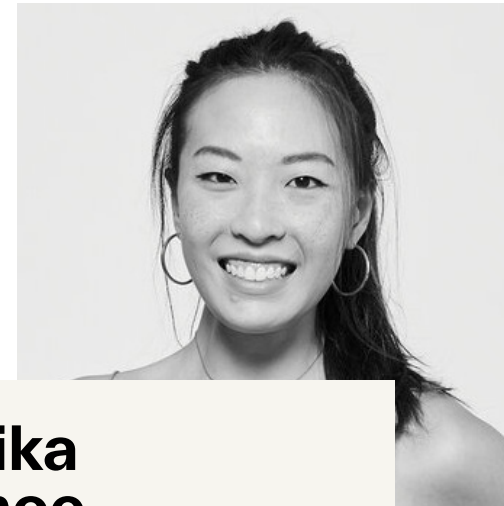
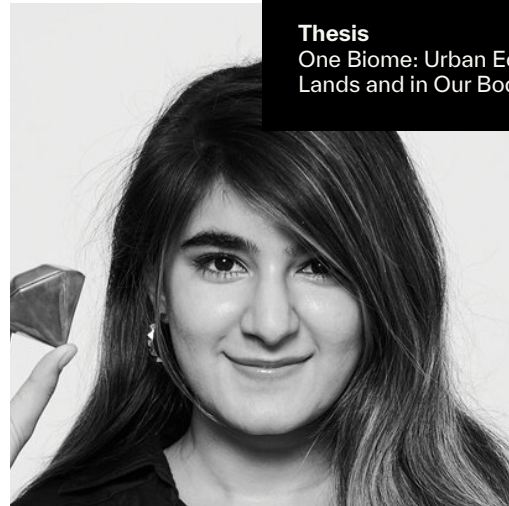
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**Thesis**  
One Biome: Urban Ecologies On Our Lands and in Our Bodies



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**Thesis**  
Preserving Humanness: Where Bodies & Technology Meet

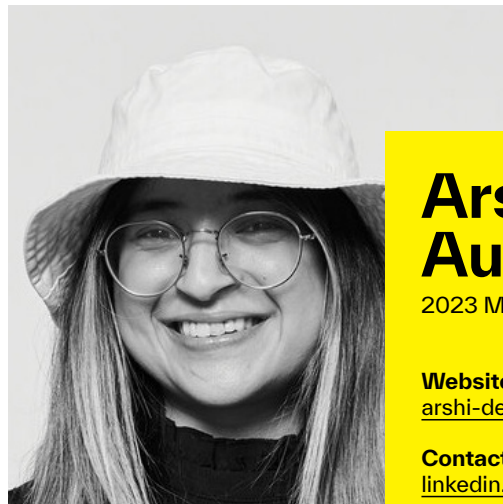
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**Thesis**  
Beyond the Visual: Reimagining Digital Accessibility for the Blind and Low-Vision Communities



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**Thesis**  
From Margin to Center: Empowering Women in Creative Industries



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**Thesis**  
"Wherever You Go Becomes a Part of You"



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**Thesis**

Burn It All Down: Deconstructing the Toxicity of Seriousness



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How India Looks: Localizing Design Tools for a Billion People



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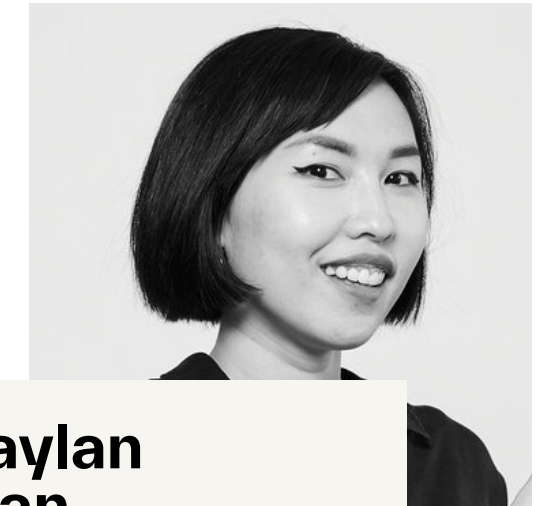
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**Thesis**

Who Can Afford to Be a Designer? Challenging the Talent Pipeline



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**Thesis**

Mods: A Study into Adaptive Gaming



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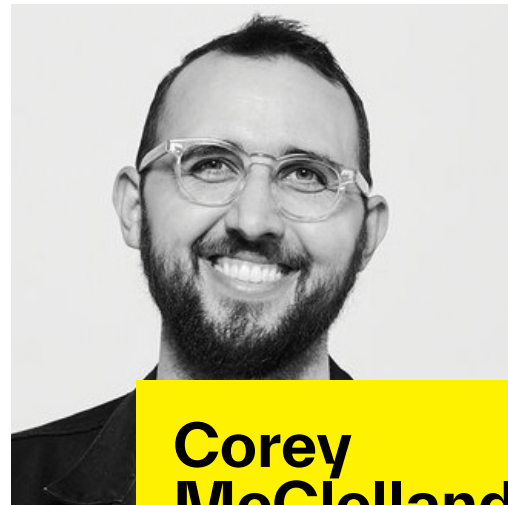
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A Select Few: Designing for Disability Inclusion in Space



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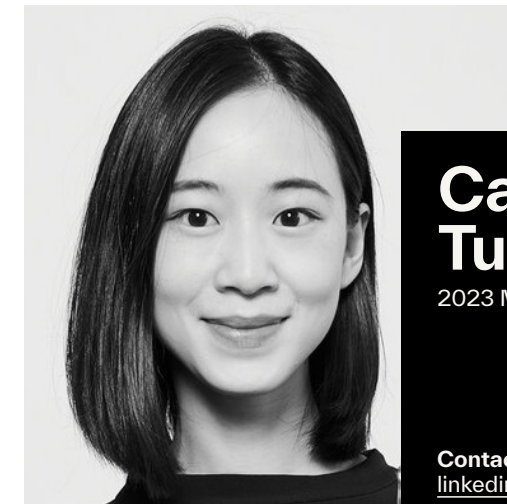
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**Thesis**

Well-rounded: Integrating Art to Enhance Interdisciplinary Learning





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**Thesis**  
Xinyue: Delight in the Everyday



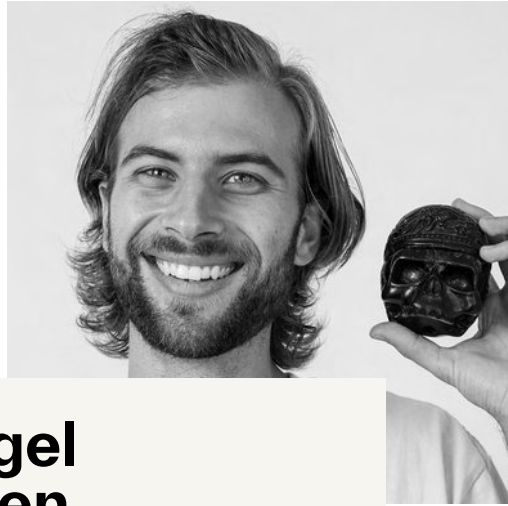
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Temporal Illusions: Distorting our Perceptions of Time

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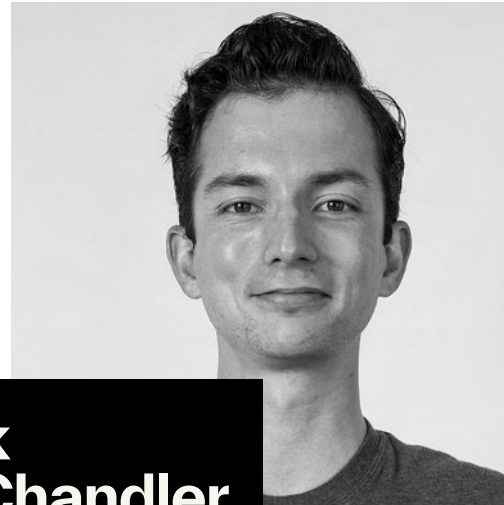




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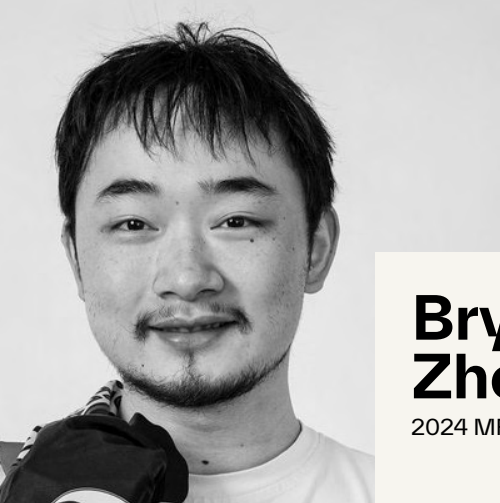
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***“If you are not having fun,  
you are doing it wrong”***

- Allan Chochinov

