Hello!

I'm Rachel Costantino, it's lovely to have a chance to introduce myself to you.

Included is a sampling of some of my past work. Where relevant, links are included to Vimeo to show user flows and animations.

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The projects included are:

MXD | crowd-sourced + flexible fitness platform

Typograpics | boardgame where letters come to life

Venture16 | animations for MFAD Thesis Forum

Scratches | typographic music video
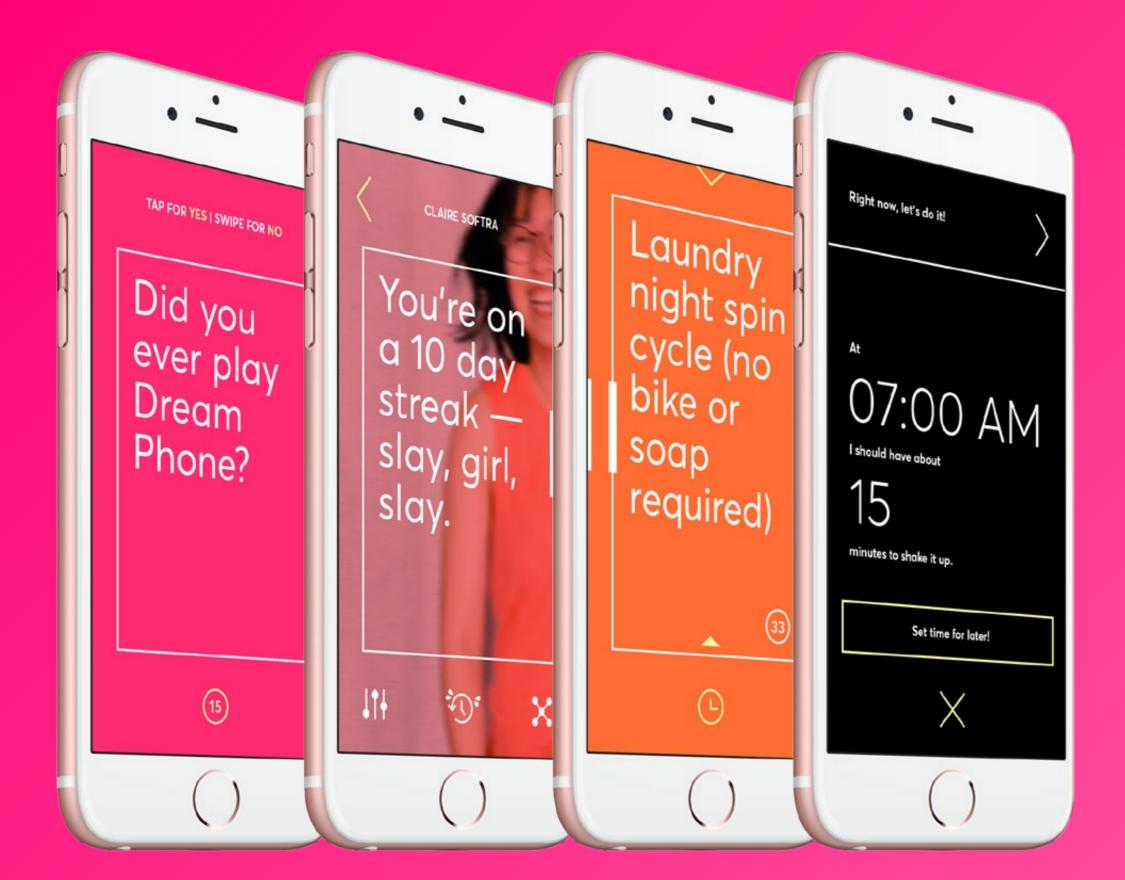
Looking | near-future wearable + app

MXD

MXD is a social fitness platform for people to try, share, and create new ways to exercise and move with each other. The system is based on video clips (between 0:10-5:00 in length) that can be remixed into numerous workout playlists.

Context: Graduate
Date: Spring 2016

A 6 month individually driven project with many advisors
Main advisor: Marc Rabinowitz

Click here to view pitch video on Vimeo.

MXD

There are two different memberships:

The Shakers:
those who are seeking fitness

The Creators:
fitness entrepreneurs + instructors

Context: Graduate
Date: Spring 2016

A 6 month individually driven project with many advisors
Main advisor: Marc Rabinowitz

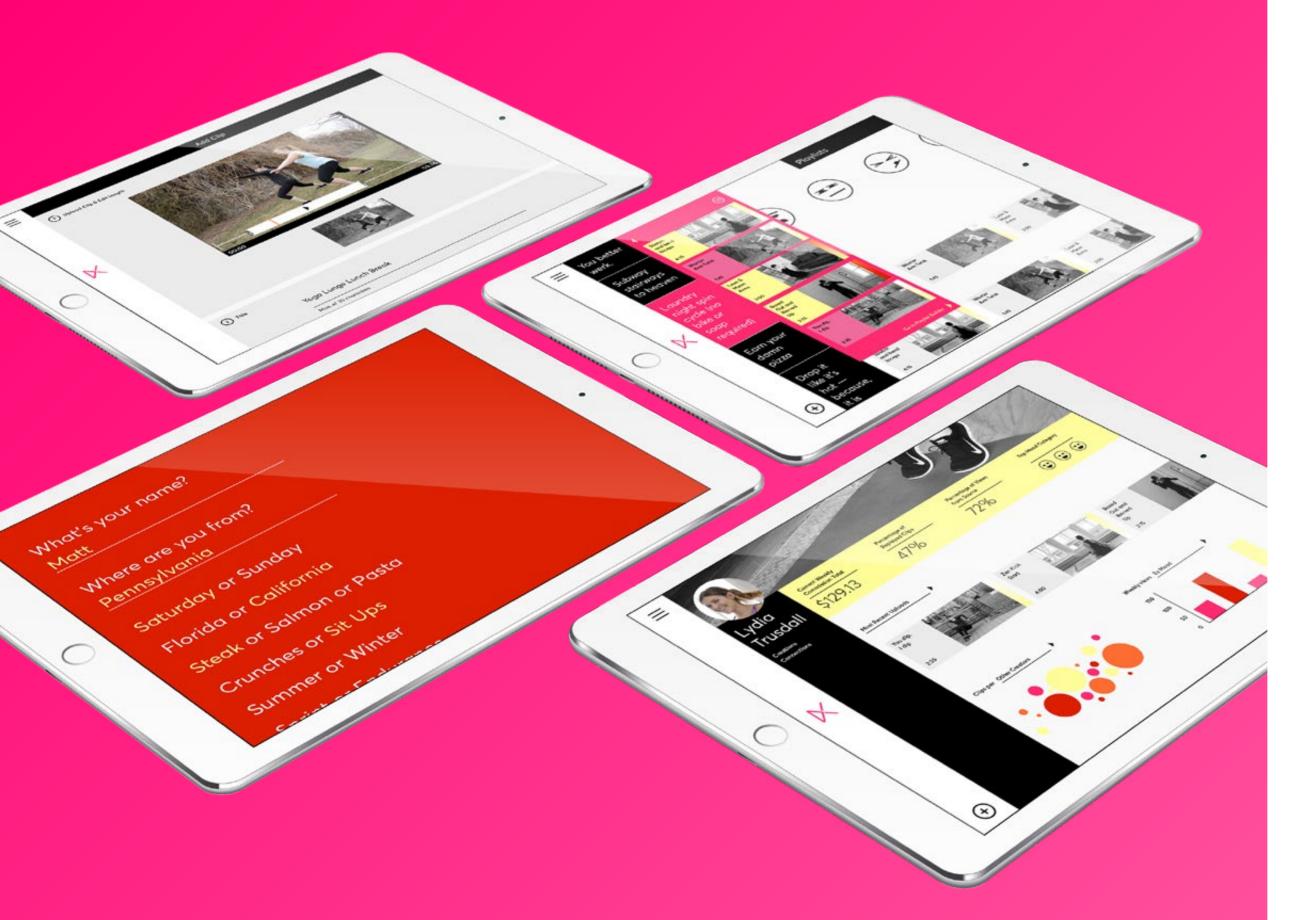Click here to view a user flow example on Vimeo.

MXD

The MXD app is focused on the Shaker's experience. Through the app, workouts are suggested based off time of day, mood searches, a pre-set alarm, and/or time filters.

Context: Graduate
Date: Spring 2016

A 6 month individually driven project with many advisors
Main advisor: Marc Rabinowitz

Click here to view the MXD promo video on Vimeo.

MXD

The MXD website is structured, primarily, for the Creators. Through a fitness-specific upload process, clips are tagged with meta data that allows for flexible use of the video clips later on. It also allows for new use cases to be created.

Context: Graduate
Date: Spring 2016

A 6 month individually driven project with many advisors
Main advisor: Marc Rabinowitz
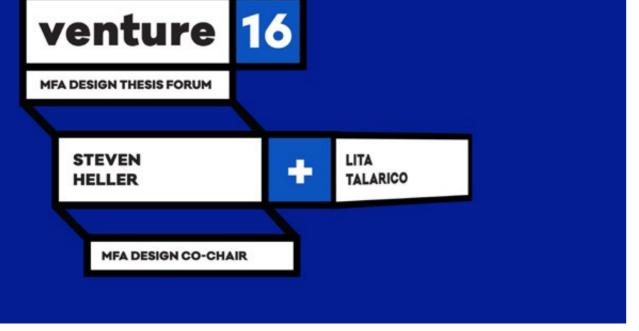
Click here to view an upload user flow on Vimeo.

Typograpics

A board game that marries Pictionary with letterforms. The box becomes the game board and letterforms come to life, prompted by subjects on the game cards.
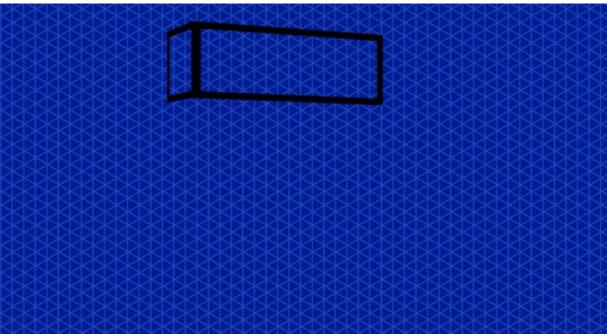
Context: Graduate
Date: Spring 2014

Concept, design, and production done by myself.

Venture16

Speaker Introductions

Click here to view video on Vimeo.

On the design team for the 2016 MFAD Thesis Venture, I created all animations and movement to follow the idea of Entrepreneurship Unfolded. Shown here are a few links to some of the different deliverables for the event.

Student Introductions

Click here to view video on Vimeo.

Social Media Campaign

Click here to view videos on Instagram

Context: Graduate
Date: Spring 2016

Animations done by myself.
Design team: Sarah Wilson, Kaitie Trout, Livia Ito, Yafei Wang, Radhika Maheshwari, and myself

Scratches

A music video that highlights hand made typography through both live video and stop motion animation. Set to a custom edit of Rocks Roboticus' *Never Play With Scratches*.
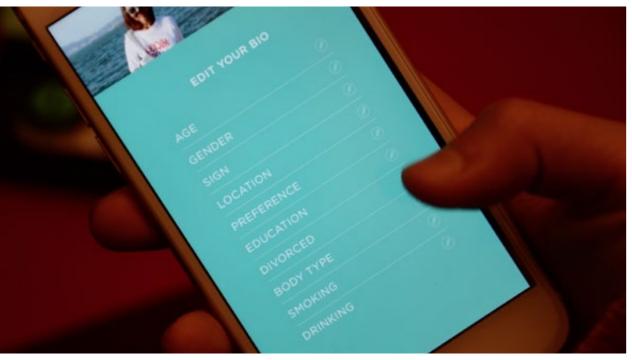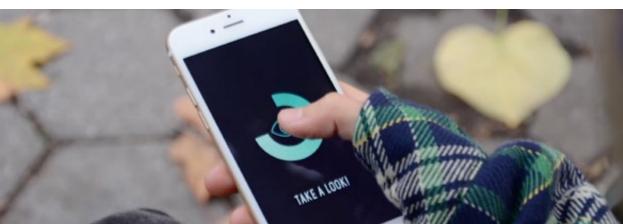
Context: Graduate
Date: Fall 2014

Concept, typography, film, music edit, video edit done by myself - the filmed fire parts were done with some fabulous assistance from my husband
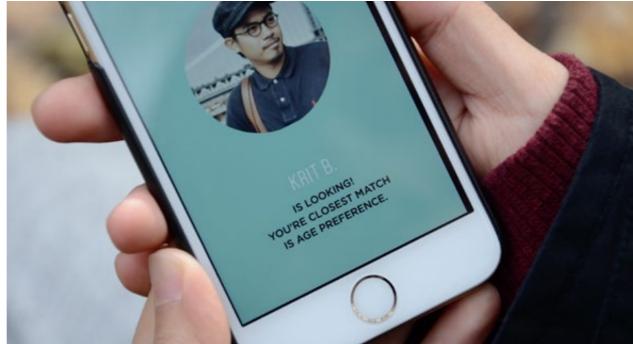
Click here to view video on Vimeo.
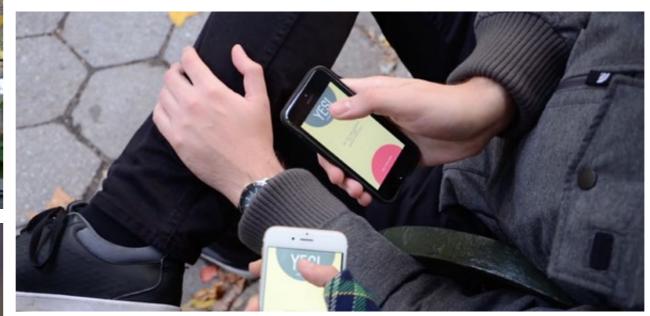
Looking

**MEET QUIOSHUO.
SHE'S LOOKING FOR A GUY**
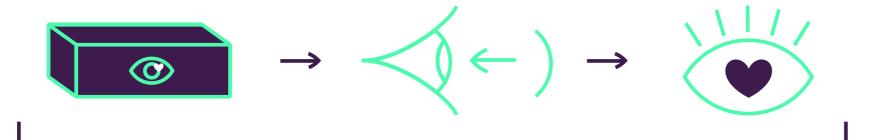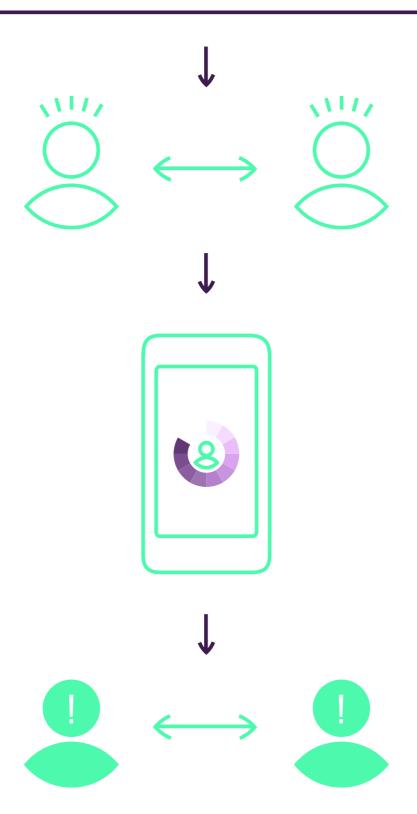
A concept for a service that uses near-future wearable technology to enhance the dating app experience.

Looking pairs contact lenses with member's profiles. With a little bit of serendipity, enhanced by technology, we're renewing face-to-face interactions for those who are Looking.

Context: Graduate
Date: Fall 2014 | Redesign: Ongoing

Concept and video done as a group collaboration. Redesign done by myself.

Click here to view video on Vimeo.

Looking

The Looking experience begins with the delivery of the contacts. The experience for the Look-er is described here using the redesigned aesthetic.

Looking

My redesign of Looking creates a more holistic experience; it's not just an app to use when in the dating mood. With daily either/or questions and new ways to meet other Look-ers, the new Looking app keeps those eyes fresh and excited.

Context: Graduate
Date: Fall 2014 | Redesign: Ongoing

Concept and video done as a group collaboration. Redesign done by myself.
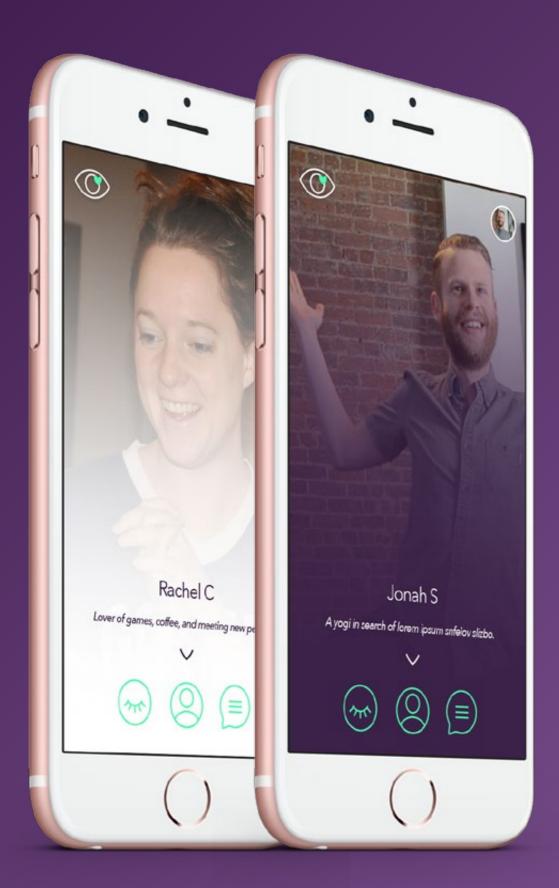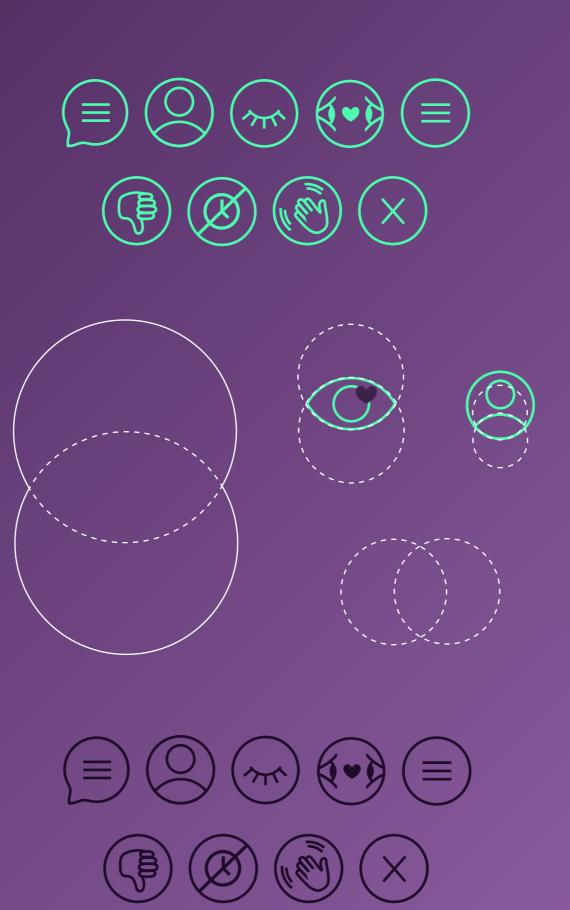
Looking

Looking allows Look-ers control over who can see their personal information and removes the digital stalker from the picture. A Look-er's options, after locking eyes are:

1. Turn them down immediately
2. Digitally wave hi, not sure if they're busy or not
3. Signal that your busy but interested
4. Go over and say hi!

Context: Graduate
Date: Fall 2014 | Redesign: Ongoing

Concept and video done as a group collaboration. Redesign done by myself.

Looking

The interface abides by the mantra: "form follows function". The icons and graphics nearly all have main components derived from circles and the intersection of circles.

As shown before, the functionality of the intersecting circles carries meaning in terms of the action carried out.

Context: Graduate
Date: Fall 2014 | Redesign: Ongoing

Concept and video done as a group collaboration. Redesign done by myself.

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As a parting note, one day,
I hope I can grow up to be like Alice.

Photo from: http://djelibeibi.unex.es/libros/Tenniel/