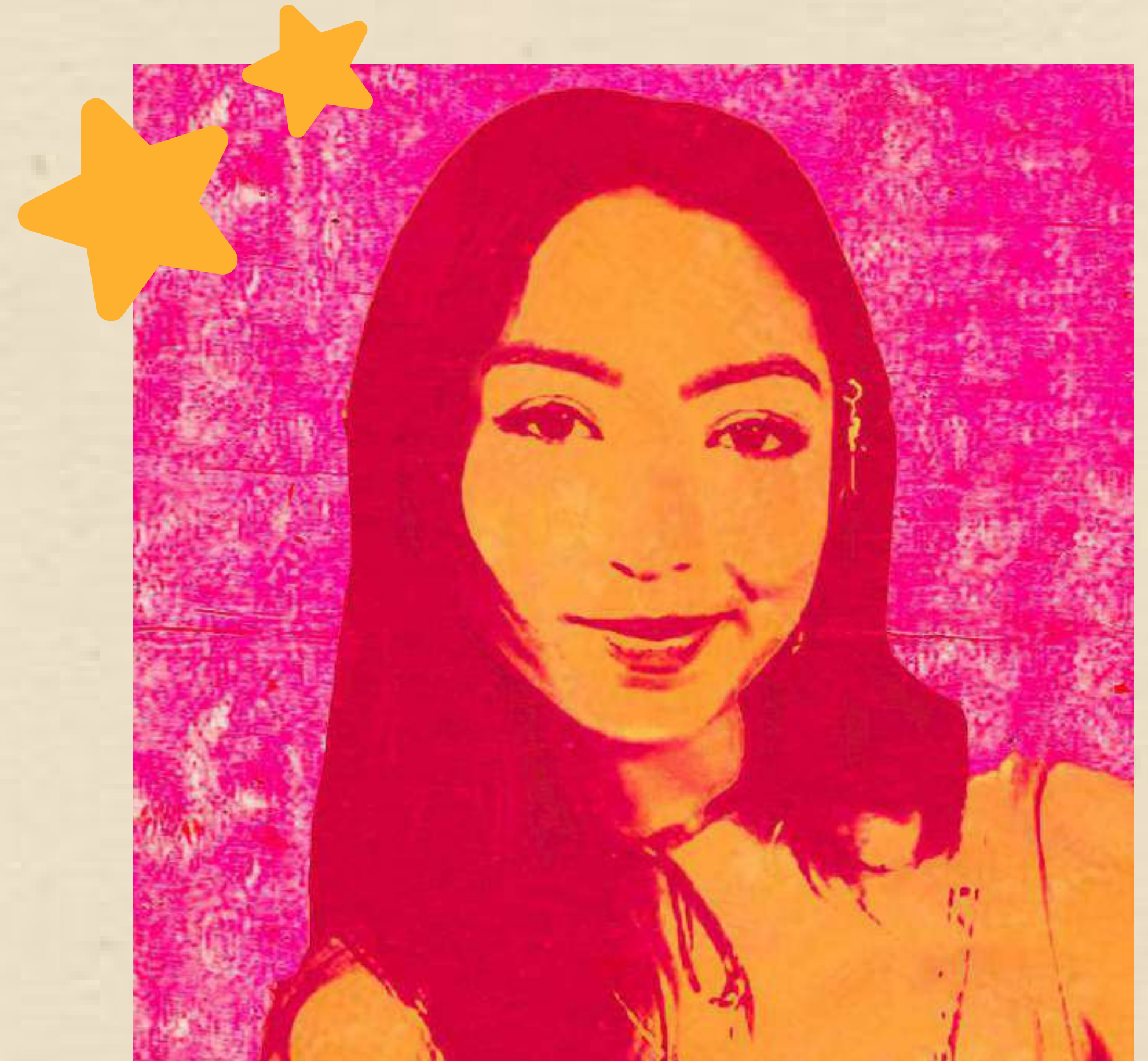


(512)– 415 –3436

# ANA MAHADEVAN

creative technologist & designer



[anabellemahadevan@gmail.com](mailto:anabellemahadevan@gmail.com)





ABOUT ME!



•.｡ hi i'm ana!｡.｡

✧ new york city

I just graduated this May with a Bachelor of Science in Creative Technology Design & a focus in UI / UX!





# SKILLS

- Front-End Development  
Javascript, React, HTML, CSS
- Mobile App Development  
Figma, Swift, Flutter
- Physical Computing  
Rhino, SketchUp, Arduino
- Graphic Design  
Figma, Adobe Creative Suite





# EXPERIENCE!

## **Asgard Studios** creative technologist

- developed comprehensive brand identity packets that include logos, color schemes, typography guidelines, and other visual elements in Figma.
- worked closely with cross-functional teams, to ensure a cohesive and seamless design process.

## **Veta Nell** junior art director

- utilized Adobe Suite to create product mockups and packaging.
- used Figma to create website wireframes and prototypes
- led product research, design, and develop.

## **project coordinator**

- managed / led a team of interns
- sourced and fostered manufacturer relationships,



# grocery recycling app

## role

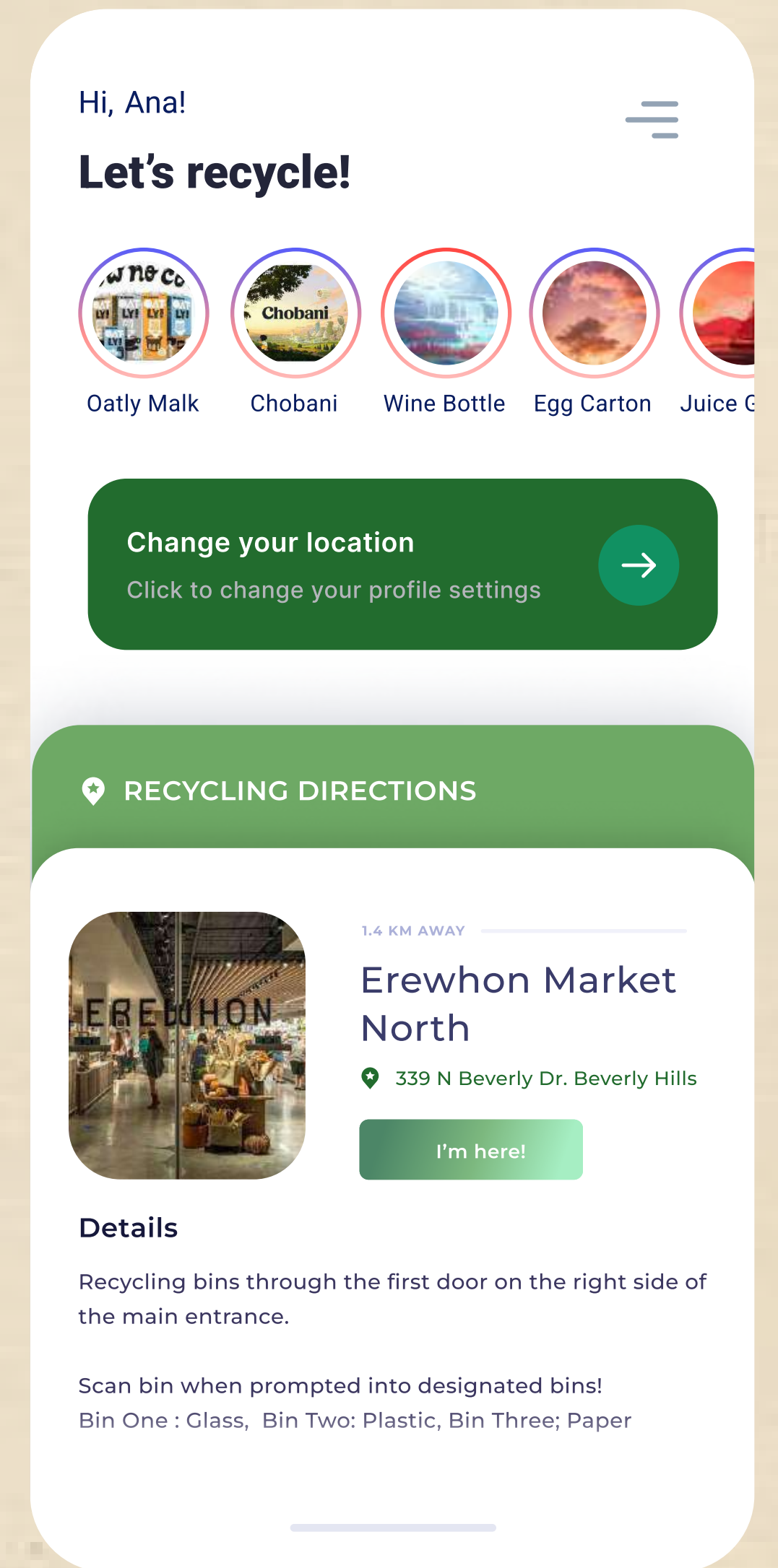
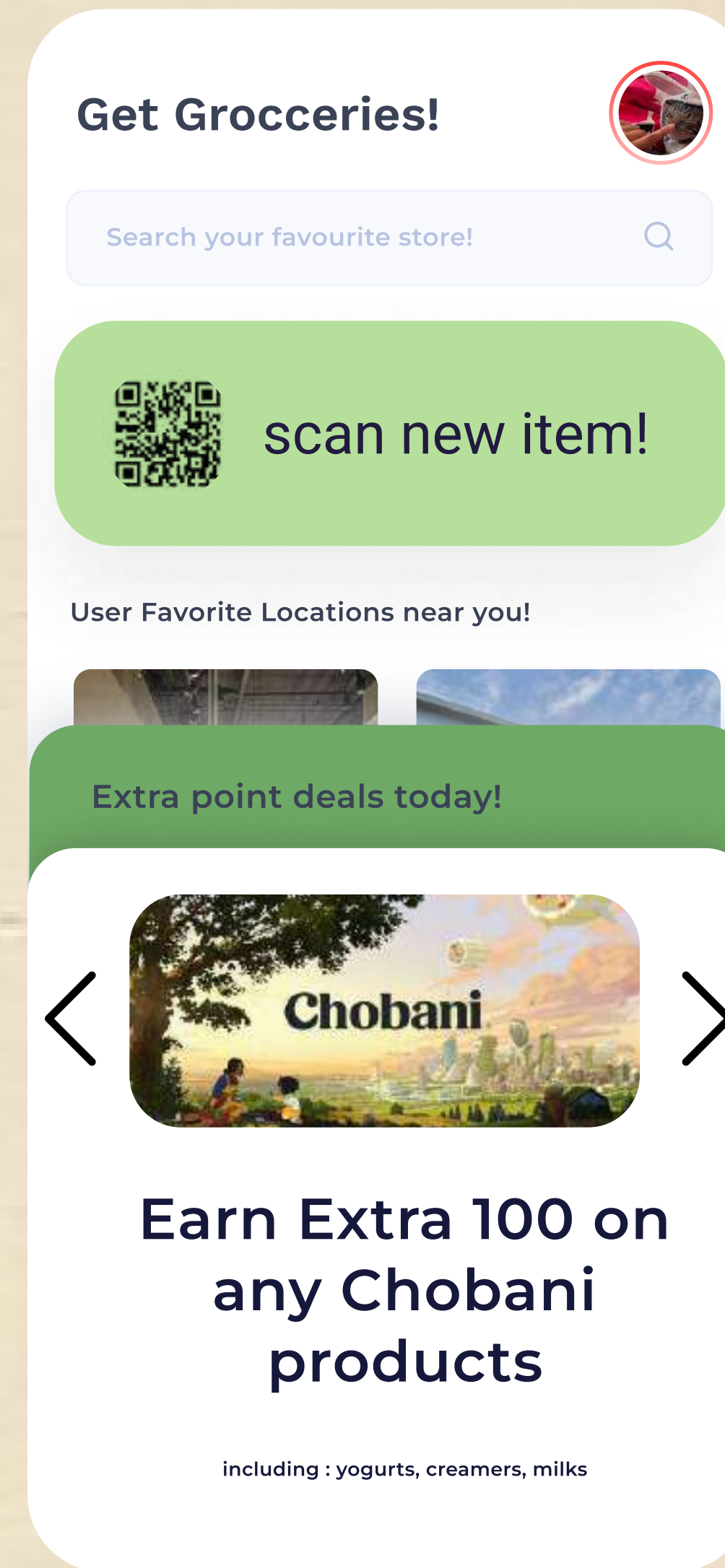
I taught a design foundations class, and created an interactive wireframe for a in class demo. Utilized Figma to make app page mockups and added interactions.

## tools

- figma
- photoshop

## timeline

this project took me three weeks from start to finish





# grocery recycling app

Welcome, Ana!

profile settings

change pfp

points earned: 3000 pts

1500 to the next milestone!

AVAILABLE REWARDS:

Chobani

50% OFF any Chobani Product 500pts

5\$ off Organic Produce 1000pts

WHOLE FOODS

10\$ off any Whole Foods purchase 1500pts

SPROUTS

15\$ off any Sprouts Market purchase 3000pts

Get Groceries!

Search your favourite store!

scan new item!

User Favorite Locations near you!

Erewhon

Beverly Hills

Whole Foods

Santa Monica

Extra point deals today!

Chobani

Earn Extra 100 on any Chobani

wow no cow!

2000 Extra points when you get 1000

Get Groceries!

Search your favourite store!

scan new item!

User Favorite Locations near you!

Extra point deals today!

Chobani

Earn Extra 100 on any Chobani products

including : yogurts, creamers, milks

Hi, Ana!

Let's recycle!

Oatly Malk

Chobani

Wine Bottle

Egg Carton

Juice C

Change your location

Click to change your profile settings

RECYCLING DIRECTIONS

Erewhon

1.4 KM AWAY

Erewhon Market North

339 N Beverly Dr. Beverly Hills

I'm here!

Details

Recycling bins through the first door on the right side of the main entrance.

Scan bin when prompted into designated bins!  
Bin One : Glass, Bin Two: Plastic, Bin Three; Paper



# pomodoro timer app

## role

after the loss of my cat senior year of college, i found myself struggling to focus. i set out to build a cat themed timer app using the “pomodoro technique”. i hand-drew assets, translated them into wireframes in figma, then brought the front and back end to life in xcode.

## tools

- figma
- photoshop
- procreate
- xcode
- swiftUI
- CoreData

## timeline

this entire project from start to finish took me five months.





# pomodoro timer app



demo video





# pretty pedal

## role

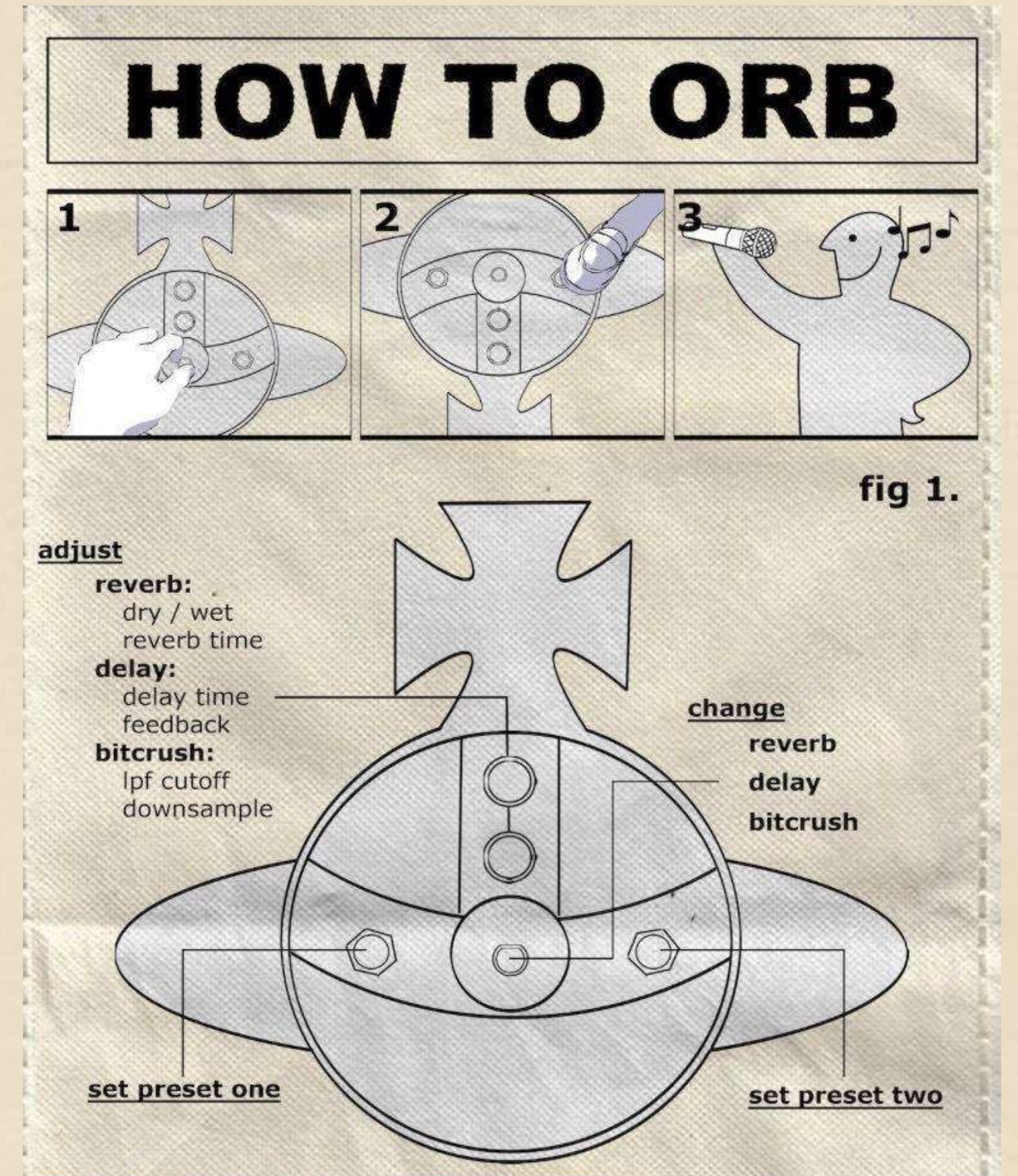
as a vocalist in a band, i wanted to find ways to enhance our live performances. so i created the pretty pedal, a customizable pedal created to fit the sonic and visual personality of a band. i cad created an enclosure, then hand wired stomp buttons and dials to a daisySeed, and wrote on code to add a myriad of effects.

## tools

- Photoshop
- Blender
- DaisyDuino
- SketchUp
- 3D Printing
- C++
- Rhino
- Laser Cutting

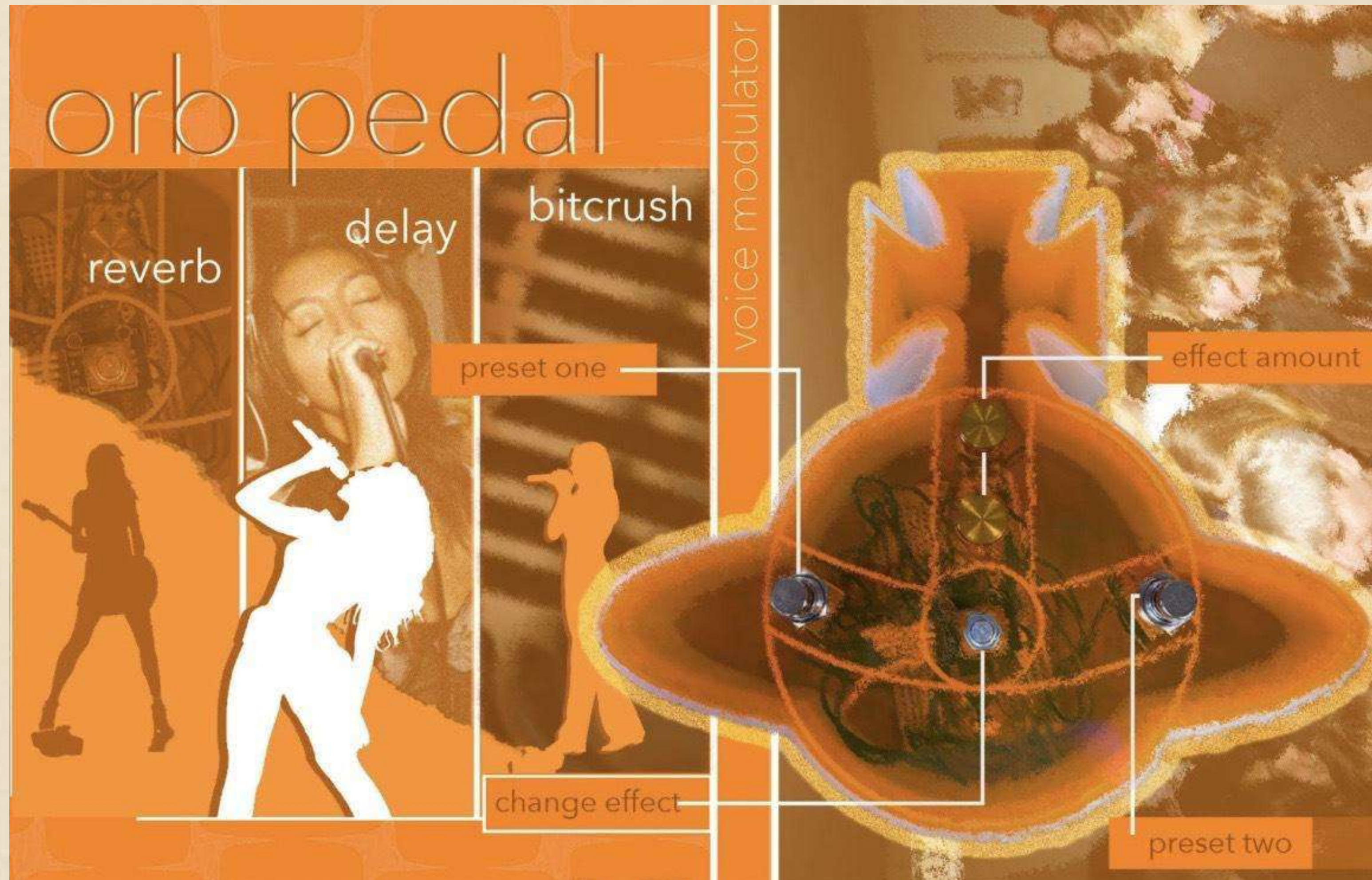
## timeline

this entire project from start to finish took me five months.





# pretty pedal



```
od.ino

// Set max delay time to 0.75 of samplerate.
#define MAX_DELAY static_cast<size_t>(48000 * 2.5f)
#define REV 0
#define DEL 1
#define CRU 2

static DaisyHardware pod;

static ReverbSc rev;
static DelayLine<float, MAX_DELAY> DSY_SDRAM_BSS dell;
static DelayLine<float, MAX_DELAY> DSY_SDRAM_BSS delr;
static Tone filter;
int mode = REV;

float sample_rate;
float currentDelay, feedback, delayTarget, cutoff;

int crushmod, crushcount;
float crushsl, crushsr, drywet;

// Helper functions
void Controls();

void GetReverbSample(float &outl, float &outr, float inl, float inr);

void GetDelaySample(float &outl, float &outr, float inl, float inr);

void GetCrushSample(float &outl, float &outr, float inl, float inr);

void AudioCallback(float **in, float **out, size_t size) {
    float outl, outr, inl, inr;

    Controls();

    // audio
    for (size_t i = 0; i < size; i++) {
        inl = in[0][i];
        inr = in[1][i];

        switch (mode) {
            case REV:
                GetReverbSample(outl, outr, inl, inr);
                break;
        }
    }
}
```



concert posters + flyers

