

Anand Upender.

Multidisciplinary
designer,
strategist & cook

San Francisco, CA + remote

anandupender.com
anand.upender@gmail.com

Education

B.S. in Product Design, Stanford University

2015 - 2019, Stanford, CA

Food & Beverage Work

Founder, York Street Coffee

Sep 2021 - Present, SF

Running a bi-weekly espresso pop-up in the Mission with a focus on community-building and collaborations with local artists. Over 26 unique events with hundreds of guests. Run the social media

Technology Consultant, La Cocina

Mar 2022 - Present, SF

Building and fixing technology tools for newly incubated women-owned food service businesses.

Barista and Trainer, Farming Hope

June 2022 - Sep 2022, SF

Trained formerly incarcerated colleagues in espresso bar and front of house tactics.

Food & Bev Strategist, KitchenTown

Mar 2022 - Aug 2022, San Mateo

Worked with a team to develop concept product launches for an alternative protein startup.

Food Strategist, The Culinary Edge

Mar 2022 - June 2022, SF

Developed menu items, branding, and strategy for restaurant clients ranging from international chains to local first-time brick and mortars.

Chef De Partie, Nari SF

Oct 2021 - Mar 2022, SF

Co-ran the appetizer and dessert station for our seasonal thai menus

Chef Instructor, Cooking Matters

Jan 2022 - Mar 2022, SF

Researcher, Stanford Food Design Lab

Jun 2018 - Jun 2019, Stanford, CA

Worked with Dr. Soh Kim to lead a student research team. Co-directed a food waste conference.

Previous Work

Lecturer, Stanford d.school

July - Dec 2021, Stanford, CA

Taught and created an original curriculum for the 32-student design thinking course: "Designing Organizational Culture", partnering with Boba Guys and Mesa for student projects

TED Conferences

Dec 2019 - Sep 2021, NYC

Senior UX Designer and Engineer: Designed and built 5 microsites reaching over 100k people. Hired and managed TED's first UX Engineering intern. Co-facilitated a 60-person internal Design Sprint

Brand & UX Design Lead - Healthy Internet Project: Interviewed 33 people globally around their perceptions of misinformation, hate speech, and online polarization. Worked directly with the CEO to develop our first brand identity.

Brand Strategist, Urgent.Agency

July - Nov 2019, Copenhagen, Denmark

Worked on 3 client projects as a developer and brand strategist, reporting directly to the CEO

Design Engineering Intern, Facebook

June - Sept 2018, Menlo Park, CA

Co-led a community of 50+ employees to champion designing for aging adults

Venture Design Fellow, IDEO

Summer 2016 & 2017, SF

Created narrative depictions of future cutting edge technology landscapes