

# Anand Upender.

Multidisciplinary  
designer,  
strategist & cook  
  
San Francisco, CA + remote

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## Education

### B.S. in Product Design, Stanford University

2015 - 2019, Stanford, CA

## Work

### Food Strategy, Freelance

Feb 2022 - Present, SF

Building culinary strategy for clients ranging from women-owned food service businesses to international restaurant chains alongside teams at The Culinary Edge, La Cocina, and Kitchen Town

### 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. Planned and 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. Managed partnerships and product pilots across 8 countries with 20+ unique stakeholders

### 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

Designed "News Feed" prototypes in collaboration with user researchers to increase accessibility and understanding. Co-led a community of 50+ employees to champion designing for aging adults

### Venture Design Fellow, IDEO CoLab

Summer 2016 & 2017, SF

Created narrative depictions of future cutting edge technology landscapes

## Food & Beverage Work

### Founder, York Street Coffee

Sep 2021 - Present, SF

Running a bi-weekly espresso and food pop-up in the Mission with a focus on community-building and collaborations with local artists & creators ~60people/event

### Cook, 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 team of students researching how Gen-Z audiences consume food media, use recipes and learn to cook (prototyped systems, published paper)

### Host & Cook, Pop-up Dinners

Current, Everywhere

Conceptualize and run themed dinners with hundreds of guests in multiple countries

Lead kitchen crews of 5+ people with a focus on efficiency, personal growth, and quality food

### Co-Director, FoodInno Food Waste Conference

2019, Stanford, CA