

# Anand Upender •

Multidisciplinary  
designer and  
developer

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San Francisco, CA + remote

## EDUCATION

### Stanford University

B.S. in Product Design,  
Engineering  
2015 - 2019

## SKILLS

**Code:** HTML5, CSS3, JS,  
Vue, React, Python, p5.js,  
D3, Git, Gulp, GA, npm

**Design:** Figma, Sketch,  
Origami Studio, Keynote,  
Adobe: Ai + Ae

**Hardware:** Lathe, 3D  
Printing, Laser Cutting,  
Arduino

## OTHER EXPERIENCES

Pop-up dinner host  
Orchestral trumpeter  
TEDx Organizer  
Audio-visual gamemaker  
Amateur food stylist

## PUBLICATIONS

"Human-Food Interaction  
Framework:

A New Design Tool Used  
to Understand Amateur  
Home Cooks' Needs " -  
HCI International '19

"Motivators over Modes:  
Diverse Student Team  
Drives Leading  
Automotive Company's  
Evolution to Mobility  
Platform" - Frontiers in  
Education '18

## WORK

July - Dec  
2021

### Stanford d.school, Lecturer

Co-teaching the course: "*Designing Organizational Culture*"

Nov 2020 -  
Feb 2022

### TED Conferences

#### Senior UX Engineer and Designer

Designed and built 5 microsites reaching over 100k people  
Oversaw a 6-month design system refresh in partnership with a  
global design studio  
Hired and managed TED's first UX Engineering intern  
Planned and co-facilitated a 60-person internal Design Sprint

Dec 2019 -  
Nov 2020

#### Design Lead of the Healthy Internet Project

Conducted 33 global user research sessions around 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  
Designed and polished Figma prototypes, maintaining a design  
system and component library

July - Nov  
2019

### Urgent.Agency Copenhagen, Design Strategist

Worked on 3 client projects as a developer and brand strategist  
Brainstormed, built, and recommended internal brand, web, and  
culture updates, reporting directly to the CEO

June - Sept  
2018

### Facebook, Design Engineering Intern, AI

Designed "News Feed" prototypes in collaboration with senior  
user researchers to increase accessibility and understanding  
Coded demos of AI-product experiences using FB js APIs  
Co-led a community of 50+ employees to champion designing  
for aging adults and hosted a summit on the issue

June - Aug  
2016 and  
2017

### IDEO CoLab, Venture Design Fellow

Built 15+ prototypes around the future of personalized shopping  
and renewable energy grids using tools ranging from Arduino  
boards to Collaborative Filtering algorithms.  
Presented learnings in weekly client meetings, engaging our  
corporate partners in the IDEO design process

## LEADERSHIP

Dec 2018 -  
May 2019

### FoodInno Conference, Co-Director and Curator

Crafted a food waste focused conference and conducted future  
food research with the food design lab at Stanford. [foodinno.org](http://foodinno.org)

Mar 2017 -  
June 2018

### stanFORD Mobility Project, Team Lead

Led a team of five students in conducting research with the Ford  
Innovation Center on the future of multimodal mobility in cities.