Anand Upender.

Multidisciplinary designer and developer

anandupender.com
anandupender@gmail.com

Brooklyn, NY + remote

EDUCATION

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

SKILLS

Code: HTML5, CSS3, JS, Vue, React, Python, 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

Nov 2020 - present

TED Conferences, multiple roles
UX Engineer

Prototyping new initiatives across TED's O&Os using and extending the TED design system

Designing and building an events registration microsite and logo generator for 2 large global communities of volunteers

Planned and co-facilitated a 60-person internal Design Sprint

Dec 2019 - Nov 2020

Design Lead of the Healthy Internet Project

Led global user research sessions around perceptions of misinformation, hate speech, and online polarization

Worked directly with the CEO to develop our first brand identity

Designed and polished Figma prototypes, maintaining a design system and component library

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

Developed and maintained team landing page (HealthyInternetProject.org) and helped code browser extension

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 concepts in collaboration with senior User Researchers to increase accessibility

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 and tested concept product recommendation AI systems using K-means, Collaborative Filtering, and simple CNNs

Presented learnings in weekly client meetings, engaging in corporate co-creation

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

Mar 2017 - June 2018

stanFORD Mobility Project, Team Lead

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