

## Education

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

## Food & Beverage Work

**Founder, York Street Cafe** Sep 2021 - Present, SF

Building a community around coffee in post-pandemic San Francisco, Eater SF Top 15 Cafes

**Founder, Thank You Come Again** Jan 2023 - Present, SF

Running a food-centric design studio specializing in website development & design as well as culinary R&D and events consulting.

**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, Besharam** Oct 2022 - Present, SF

Working cold stations at the Gujarati fine dining restaurant

**Technology Consultant, La Cocina** Mar 2022 - Present, SF

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

**Food & Bev Strategist, KitchenTown** Mar 2022 - Aug 2022, San Mateo

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

**Chef De Partie, Nari SF** Oct 2021 - Mar 2022, SF

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

**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

**Venture Design Fellow, IDEO** Summer 2016 & 2017, SF

Created narrative depictions of future cutting edge technology landscapes