

Brandon Lal

brandonlal.com

+1 (778) 822 - 8595

brandondavelal@gmail.com

ABOUT

I'm a designer who strives to balance empathy, product thinking, and craft in everything I build. I hope to create enduring products that provide value and joy for communities that need it most.

PROFICIENCIES

Design

Product Strategy

Interaction Design

Interface Design

User Testing

Visual Design

Prototyping

Motion Design

Tools

Sketch

InVision

Principal

Framer

Flinto

After Effects

HTML + CSS

ACHIEVEMENTS

SFU Seattle Design Charrette

First Place | Spring 2017

Finished first amongst 16 teams during a 3-day design competition.

SFU Summit Scholarship

Entrance scholarship awarded by SFU for academic excellence.

CLUBS + AFFILIATIONS

CiTR Radio, Disorder Magazine, SFU Co-op, UBC Residence Life, UBC Positive Space, UBC PhotoSoc, and UBC Work-Learn.

EXPERIENCE

SAP

User Experience Designer, Intern | Sept. 2018 - April 2019

Currently designing tools for Analytics Cloud, which helps people at organizations like the NFL, Coca-Cola, and Under Armour turn data into meaningful stories. I collaborate with engineers, product managers, and design leads to build projects from concept to shipment. Roles include research, wire-framing, interface design, prototyping, user-testing, motion design, and visual design.

LEADERSHIP

SFU Seattle Design Charrette

Senior Design Mentor | Spring 2018 - Current

Selected as 1 of 13 senior students, mentors support 90+ students during a 3-day design competition. Aided teams in the learning of concept, visual design, and content strategy.

UBC Student Leadership Conference

Design Director | March 2015 - January 2017

Designed the 2016 and 2017 visual identities for Canada's largest student-led conference. Oversaw a team of 5 committee members responsible for media, communications, and promotions.

EDUCATION

Simon Fraser University

Bachelors of Arts, Design | Spring 2020 (Expected)

Senior at the School of Interactive Art and Technology (SIAT).

Topics include design methodologies, product design, user experience design, graphic design, and interaction design.

Dutch Design Field School

International Field School | January 2019 - June 2019

Selected as 1 of 12 senior students to participate in an immersive research program focusing on Northern European design.

The goal of this study is to document, produce, and share insights gained from industry leading designers and Dutch culture.