

Brandon Lal

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About Me

I'm a product designer who strives to balance empathy, strategy, and a deep sense of craft in my work. Through an intentional and human-centred approach, I hope to create enduring products that provide joy and support for communities that need it most.

Proficiencies

Design

Product Strategy
Journey Mapping
Interaction Design
Interface Design
Wireframing
Prototyping
Personas
User Research
Visual Design
Motion Design

Tools

Sketch
InVision
Principal
Origami
Framer
Adobe XD
After Effects
Illustrator
HTML + CSS
JavaScript

Achievements

Seattle Design Charrette

First Place | Spring 2017

Finished first place amongst 16 teams during a three-day urban design challenge.

Summit Scholarship

Entrance scholarship awarded by Simon Fraser University for academic excellence.

Experience

SAP

User Experience Designer, Intern | September 2018 - April 2019

At SAP, I design tools for Analytics Cloud, a product that helps people at organizations like HP, Coca-Cola, and Under Armour turn data into meaningful and relevant stories. My responsibilities span the product design cycle, including research, wireframing, interface design, prototyping, and refining interactions.

Leadership

Seattle Design Charrette

Mentor | Spring 2018 - Current

One of twelve senior design students, mentors support teams of second-year spatial design students during a three-day challenge. As a mentor, I aid in the learning of concept, form, architectural site, visual design, and content strategy.

UBC Student Leadership Conference

Design Director | March 2015 - January 2017

As Design Director, I led a team of five committee members working in communications, productions, and promotions. Additionally, I was responsible for developing the 2016 and 2017 visual identities for Canada's largest student-led conference.

Education

Simon Fraser University

BA, Design | Expected 2020

Senior student in the School of Interactive Art and Technology (SIAT) focusing on interaction design, product design, and user experience.

Dutch Design Field School

International Field School | January 2019 - June 2019

Selected as one of twelve senior students to participate in an immersive research program that focuses on Northern European design. The goal of this study is to document, produce, and share insights gained from industry leading designers and architects.