Brandon Lal

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I'm a Product Designer in NYC with 8+ years of experience turning complexity, business needs, and user goals into elegant products and systems.

At LinkedIn, I lead flagship design efforts across content creation, consumption, and analytics—influencing product and engineering to shape vision, build high-fidelity prototypes, and scale systems used by hundreds of millions. Previously, I designed B2B marketplaces, corporate marketing tools, and enterprise analytics platforms.

Education

Simon Fraser University, School of Interactive Art + Technology
Bachelors of Arts, Design

An interdisciplinary design practice bridging methodologies, user-research, interactive systems, product strategy, branding, and business impact.

SFU dutchDesign Field School
Honors Selection

An 8-month in-situ honors program exploring contemporary architecture, graphic design, industrial design, and digital product design across the Netherlands and Northern Europe.

University of British Columbia, School of Visual Arts and Art History

Contemporary studio practice paired with art historical study.

Experience

LinkedIn — Senior Product Designer, Consumer Experiences
New York City, New York — September 2023–Present

I lead design efforts for flagship content creation, consumption, and creator analytics experiences used by millions of members every day.

Enterprise Pages & Marketplaces
San Francisco, Bay Area — September 2020–August 2023

I led design efforts for LinkedIn's enterprise B2B SaaS marketplace and supported brand identity, advertising and admin tools used by small businesses and Fortune 500 companies.

SAP — Product Designer, Analytics Business Data Cloud
Vancouver, CA / Walldorf, DE — September 2018–July 2019

I designed data ingestion, editing and management tools for an enterprise BI, planning, and predictive analytics platform used by multi-national corporations like Coca-Cola, the NFL, and Under Armor.

Various contracts — Product Designer
Vancouver, CA — 2017–2020

I held various product design contracts for consumer banking apps, audience insight tools, and higher-education experiences. Clients: Rival Technologies, Vancity Savings Credit Union, Reach3 Insights, and the City of Vancouver.