

# 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 scale.

At LinkedIn, I lead flagship design efforts across content creation, consumption, and analytics—partnering with 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

While in school, 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.