

brandon lê

Industrial Designer

Portfolio brandonle.us

Email isbrandonle@gmail.com

LinkedIn [linkedin.com/in/brandonle](https://www.linkedin.com/in/brandonle)

Education

Bachelor of Science in Design (BSD)

Industrial Design • GPA 4.0

Arizona State University • 2020-2024

Experience

Industrial Designer

SolarSPELL • Tempe, AZ

May 2022 – Present

- Leading the industrial design for new hardware projects from concept to production.
- Designed housing, packaged electronics, prototyped, and shipped SolarSENSE, a solar-powered soil sensor aiming to support 250,000 smallholder farmers across sub-Saharan Africa.
- Developed new hardware for a digital library with focus on size, ergonomics, aesthetics, and servicability.

Industrial Design Intern

General Motors, BrightDrop • Palo Alto, CA

May 2023 – August 2023

- Collaborated with cross-functional teams to design and develop BrightDrop Trace E-Carts.
- Designed cubby door and door handle with focus on ergonomics, aesthetics, and manufacturability.
- Rebuilt 3D CAD models to optimize for manufacturing.
- Led design reviews with key stakeholders.
- Interfaced with manufacturing suppliers.
- Contributed to DFM and DFA efforts to prepare an upcoming product for production.
- Designed parts and jigs and utilized rapid prototyping methods to make an EVT build viable.
- Contributed to usability studies and testing.

Design Intern

Realana • Remote

Jan 2019 – Feb 2020

- Designed user experiences for stakeholders in Opportunity Zone projects.
- Conducted relevant research for a Business Intelligence company.

Certifications & Awards

SaloneSatellite Exhibition • SolarSENSE

Salone del Mobile.Milano

May 2023

Design Excellence Award Winner

ASU Herberger Institute for Design and the Arts

Mar 2022

Arizona Interscholastic Press Association (AIPA) Award

3x Superior Award/2x Excellent Award

Aug 2021

Member

Industrial Designers Society of America (IDSA)

Aug 2020 – Present

Student Production Award Nominee

Rocky Mountain Emmy and the National Academy of

Television Arts and Sciences (NATAS)

Aug 2019

Skills

- Concept Development, Ideation, Design Research, Rapid Prototyping, Brainstorming
- Visualization (Digital and Physical), Sketching, Hand Rendering, 3D Rendering, CAD Modeling
- Design For Manufacturing (DFM), Design for Assembly (DFA), Design for Plastic and Metal Parts, Injection Molding, Thermoforming, 3D Printing, Quality Manufacturing
- Photography, Cinematography, Photo and Video Editing, Color Grading, Animation
- Creative Problem Solving, Team Collaboration
- User Research/Observation to Identify User Needs, Visual Communication, Product Research, UX Design

Software

Adobe Suite: Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Lightroom, Audition, XD

3D Modeling & CAD: SolidWorks, Siemens NX, Teamcenter PLM, Rhino 3D

Rendering: Keyshot

Digital Sketching: Procreate