

brandon lê

Industrial Designer

Portfolio brandonle.us

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Experience

Industrial Designer, Hardware and R&D

Tory Burch • New York, NY

March 2025- Present

- Designing new hardware for handbags and accessories consistent with Tory Burch's existing product lines.
- Applying knowledge of materials and manufacturing to develop solutions to product design challenges.
- Processing and finishing resin 3D prints to create high-fidelity, prototypes.

Industrial Design Intern

Smart Design • New York, NY

February 2025- March 2025

- Designed hardware UI for a major national beverage company's consumer appliance.
- Conducted research-driven analyses based on audit of 30+ competitor products and presented finding to client.
- Created storyboards that illustrated ideal end-to-end user experience for a major brand's kitchen appliance.
- Contributed to qualitative and quantitative testing.

Industrial Designer

SolarSPELL • Remote

May 2022 – February 2025

- Led 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 prioritizing user needs, feedback from previous hardware, and overall objectives of the organization.

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 components with focus on ergonomics, aesthetics, and manufacturability.

- Led design reviews presenting work to 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.

Education

Bachelor of Science in Design (BSD)

Industrial Design • GPA 4.0

Arizona State University • 2020-2024

Certifications & Awards

Finalist • SolarSENSE

Don Norman Design Award (DNDA)

Aug 2024

SaloneSatellite Exhibition • SolarSENSE

Salone del Mobile.Milano

May 2023

Skills

- Concept Development, Ideation, Design Research, Market Research and Analysis, Rapid Prototyping, Brainstorming
- Visualization (Digital and Physical), Sketching, 3D Rendering, CAD Modeling, Solid/Surface 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, Visual Communication, Product Research, UX Design, Human Factors

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