

Brice Bai

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EDUCATION

Yale University

AUG 2018 - MAY 2022

B.A. Computing and the Arts

GPA: 3.67 • *Relevant Courses:*

Data Structures, Computer Graphics,
Graphic Design, Typography

ORGANIZATIONS

UX Society at Yale ↗

NOV 2019 - PRESENT

Executive Vice President

TOOLS/SKILLS

HTML5, CSS, Javascript, C,
C++, Python

Adobe Creative Suite, Figma,
Sketch, Invision, Adobe XD

User Journey Mapping, User
Interaction Flows, Wireframes,
Mockups, Prototyping, Usability
Testing, Digital Illustration

AWARDS

Finalist Team - X.ing

APR 2019

23rd CT Collegiate Business
Plan Competition

State Winner (Ohio)

FEB 2017

Doodle 4 Google
Logo Competition

EXPERIENCE

Yale Office of Sustainability • NEW HAVEN, CT

FEB 2020 - PRESENT

Design Assistant

- Design graphics and visual assets for websites, emails, and articles to promote on-campus sustainability

GlowTouch Technologies • LOUISVILLE, KY

MAY 2019 - AUG 2019

Program Management Summer Intern

- Created ~24% CTR increase on homepage with UI feature implementations, mocked up full web page Figma redesign, researched user pain points, and copywrote emails for B2B SaaS product HiveDesk
- Mentored 10 high school girls in program teaching how to build websites with HTML/CSS

L'Oreal & Yale Tsai CITY • NEW HAVEN, CT

SEPT 2018 - NOV 2018

Product Development Intensive

- Developed patent-pending, 1st-place, color-changing hair dye product with team of five
- Brainstormed product ideas, conducted market research on home hair color market, developed user profile of color-changing hair dye user, and created product design survey, garnering 100+ responses

PROJECTS

X.ing ↗

DEC 2018 - MAY 2019

Project Manager, UI/UX Designer

- Led 3-person team to create mobile-app-based skincare venture
- Conducted user research and beta testing, created user experience and interaction design, made wireframes, mockups, main user flows, use cases, onboarding flow, and Figma mobile app prototype

Nova: Synthesis Creaturum ↗

JAN 2014 - JUNE 2018

Project Manager, Writer, Social Media Manager

- Founded and led fully remote cross-functional development team of 3 visual artists and 1 programmer to create a visual novel PC indie game
- Gained 4,500+ game downloads, 18,000+ views and 7,500+ impressions on indie game distribution website itch.io as of Winter 2019
- Wrote ~120,000-word long nonlinear screenplay
- Developed art concepts and visual direction with artists
- Collaborated with programmer for art and audio positioning
- Designed bonus game features for better player experiences
- Grew fan engagement by writing bi-monthly posts across 5 social platforms