Brice Bai

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EDUCATION	**Yale University** New Haven, CT	**B.A. Computing and the Arts** AUG 2018 – MAY 2022 Graphic Design concentration, GPA: 3.8

EXPERIENCE **Amazon** Seattle, WA

UX Designer II, AWS Support
JULY 2024 – PRESENT

- Leading UX strategy across 3 product domains (Trusted Advisor, Kumo Automation Systems, Support Plan Management)

UX Designer I, AWS Support
AUG 2022 – JUNE 2024

- Impacted 5,000+ Enterprise customers, 26,000+ internal users
- Led 3 large, 5 medium,13 small-scale projects of 4 product domains
- Partnered with 6 product managers and 30+ engineers
- Recruited, planned, and conducted 6 usability research studies
- Led team monthly learning sessions and mentored 7 interns

UX Design Intern, AWS Support
JUNE 2021 – AUG 2021

- Redesigned Customer Management Console dashboard page for 2,500+ internal users to resolve external support cases
- Improved overall ease of use by 37%, tested in 16 weekly validation interviews and 10 usability sessions

UX Design Intern, AWS Support
MAY 2020 – JULY 2020

- Redesigned full web console of cloud optimization B2B SaaS tool, AWS Trusted Advisor for 90,000+ customers
- Improved functionality by 66% and ease of use by 12% in usability testing with 14 external/internal user interviews
- Created user journey maps, competitive analysis, heuristic evaluation

Here.fm
Remote (NYC)

Product Design Intern
AUG 2020 – MAY 2021

- Designed 10+ interactive features for YC S20 video space startup including onboarding, multiplayer puzzle game, playlists, file support, public room, broadcasting

PROJECTS **Thesis** New Haven, CT

Concrete Wheelchair Interface in Virtual Reality
SEPT 2021 – MAY 2022

- Created Unity VR environment with wheelchair-based interface
- Created modular unit design system following American Disability Act (ADA) code for rapidly prototyping 3D environments in Unity

SKILLS

Design Interaction Design, Visual Design, Usability Testing, Generative AI design
Tools Figma, Sketch, Invision, Adobe XD, Framer, Adobe Creative Suite
Code HTML, CSS, JavaScript