# Brice Bai

bricebai.com — bricebai23@gmail.com — linkedin.com/in/bricebai

| EDUCATION | **Yale University**<br>New Haven, CT | **B.A. Computing and the Arts**<br>AUG 2018 – MAY 2022<br>Graphic Design concentration, GPA: 3.8 |
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| EXPERIENCE | **Amazon**<br>Seattle, WA | **UX Designer II, AWS Support**<br>JULY 2024 – PRESENT |
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- Led UX strategy across 3 cloud optimization and support products (Trusted Advisor, Kumo Automation Systems, Support Plan Management, Health), impacting 5,000+ Enterprise Support customers, 26,000+ internal users
- Impacted 51.3% conversion rate of customers adopting Business Support free trial to full plan in first month of launching MVP for trial request

**UX Designer I, AWS Support**
AUG 2022 – JUNE 2024

- Triangulated user, business, and technical needs through 3 large, 5 medium, 13 small-scale projects for cloud health and support management in partnership with 6 product managers and 30+ engineers
- Conducted 6 usability research studies to validate decisions in tight timelines and earn trust with PM to navigate ambiguity
- Led UX 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% as 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
- Supported work with 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**<br>New Haven, CT | **Concrete Wheelchair Interface in Virtual Reality**<br>SEPT 2021 – MAY 2022 |
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- Modeled Unity VR environment for wheelchair-based concrete 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, User Research, OOUX, Prototyping, Video Editing, Generative AI Design |
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| | **Tools** | Figma, Sketch, Adobe XD, Framer, Adobe Creative Suite |
| | **Code** | HTML, CSS, JavaScript |