

# Brice Bai

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## EDUCATION

**Yale University** — AUG 2018 – MAY 2022

**B.A. Computing and the Arts**, (Computer Science and Graphic Design joint major), GPA: 3.69

*Relevant Courses* — Graphic Design, Typography, Data Structures, Computer Graphics

*Extracurriculars* — **Vice President** of UX Society at Yale, **Design Assistant** at Office of Sustainability

## EXPERIENCE

**Here.fm** — REMOTE — AUG 2020 – PRESENT

### Product and User Research Intern

- Identifying different target user group segments, conducting user interviews, evaluating product roadmap, and assisting in UX design for YC-backed video workspace startup

**Amazon** — REMOTE — MAY 2020 – JULY 2020

### UX Design Intern, AWS Support

- Redesigned entire web console of cloud optimization B2B SaaS tool, AWS Trusted Advisor, to address current needs for 90,000+ customers
- Led and recruited for 4 external customer interviews, 4 internal technical account manager interviews, and 6 external/internal usability studies to validate redesign and identify needs
- Improved ease of use by 12% and functionality by 66% with redesign in usability studies
- Validated design with user journey maps, personas, research reports, competitive analysis, heuristic evaluation, and 9 formal critiques from AWS designers, developers, and PMs
- Designed 3 iterations of info. architecture, flows, Sketch mockups, and an Invision prototype

**GlowTouch Technologies** — LOUISVILLE, KY — MAY 2019 – AUG 2019

### Product Marketing Intern

- Increased CTR by 24% on home page with new UI features for B2B SaaS tool HiveDesk
- Designed user-centered Figma mockups, advocated for the customer with user pain point research, and copywrote emails to improve the customer experience
- Mentored 10 high school girls in program teaching HTML/CSS to build websites

## PROJECTS

**X.ing** (bricebai.com/xing) — DEC 2018 – MAY 2019

### Project Manager, UI/UX Designer

- Led 3-person team for mobile-app skincare venture, pivoting from physical product, to provide personal connection among skincare enthusiasts
- Conducted user research, surveys, competitive analysis, 12-person user testing
- Designed user and onboarding flows, wireframes, mockups, Figma prototype

**Nova: Synthesis Creaturum** (bricebai.com/nova) — JAN 2014 – JUNE 2018

### Indie Game Project Manager, Writer

- Led remote visual novel game development team of 3 visual artists, 1 programmer
- Gained 4,800+ game downloads on itch.io and Mediafire
- Wrote ~120,000-word screenplay, designed bonus game features to enhance experiences

## AWARDS

**Finalist Team** — Adobe + Nickelodeon Creative Design Jam — APR 2020

**Finalist Team - X.ing** — 23rd CT Collegiate Business Plan Competition — APR 2019

## TOOLS

**Code** — HTML, CSS, JavaScript, C, C++, Python

**Design** — Figma, Sketch, Invision, Adobe XD, Omnigraffle, Adobe Creative Suite

## SKILLS

Interaction Design, Visual Design, UX Research, Wireframing, Prototyping, Usability Testing