

Brice Bai

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

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 I, AWS Support

AUG 2022 – PRESENT

- Impacted 5,000+ Enterprise customers, 26,000+ internal users in 3 large, 5 medium, 13 small-scale UX projects of 4 products
- Partnered with 6 product managers, 30+ engineers
- Led design strategy through 6 usability research studies, journey maps, low-fidelity/high-fidelity mockups and prototypes
- 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 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 prototyping Unity 3D environments

SKILLS

Design
Tools
Code

Interaction Design, Visual Design, Usability Testing, AI design
Figma, Adobe XD, Framer, Adobe Creative Suite
HTML, CSS, JavaScript