

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: 3.8

Relevant Courses — Graphic Design, Typography, 3D Modeling in VR, Human Computer Interaction

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

EXPERIENCE

Amazon — SEATTLE, WA — JUNE 2021 – PRESENT

UX Design Intern, AWS Support

- Returning internship with AWS Support

Here.fm (YC S20) — REMOTE — AUG 2020 – PRESENT

Product Design Intern

- Identifying target user groups, conducting interviews, evaluating product roadmap, and designing new user experiences for YC-backed video space startup
- Designed new user onboarding flow, multiplayer puzzle game, playlist, file support, public room, stations, lobby, room teleportation, and spatial audio features
- Creating delightful experiences with illustrated user reactions, video frames, and interactions

Amazon — REMOTE — MAY 2020 – JULY 2020

UX Design Intern, AWS Support

- Redesigned full web console of cloud optimization B2B SaaS tool, AWS Trusted Advisor, to address current needs for 90,000+ customers
- Improved functionality by 66% and ease of use by 12% with redesign in usability studies
- Validated designs with 8 external/internal user interviews, 6 usability studies, user journey maps, personas, research reports, competitive analysis, heuristic evaluation, and 9 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

PROJECTS

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, Framer, Omnigraffle, Adobe Creative Suite

SKILLS

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