

Brice Bai

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EDUCATION

Yale University, New Haven, CT — AUG 2018 - MAY 2022

B.A. in Computing and the Arts (Computer Science and Visual Arts joint major), GPA 3.67

EXPERIENCE

GlowTouch Technologies, Louisville, KY — MAY 2019 - AUG 2019

Summer Intern

- Mentored 10 high school girls in program, Empowered, in creating websites and coding in HTML/CSS
- Created ~24% CTR increase on homepage with UI feature implementations, mocked up full homepage Figma redesign, researched user pain points, and copywrote emails for B2B SaaS product HiveDesk

Yale Tsai CITY Innovation & Product Development Intensive with L'Oreal — SEPT 2018 - NOV 2018

Internal internship gaining corporate and industrial experience in haircare product development

- Developed color-changing hair dye product with a team of five (undergraduates and graduate students)
- Brainstormed product ideas, conducted market research on home hair color market, developed profile of color-changing hair dye user, and created product design survey, garnering 100+ responses

PROJECTS

X.ing (bricebai.com/xing) Entrepreneurship and mobile app prototyping — DEC 2018 - MAY 2019

Project Manager, UI/UX Designer

- Led 3-person team and developed skincare venture using Lean methodology
- Conducted user research and beta testing, designed user experience, built main user flows, brainstormed different user use cases, created onboarding flow, made Figma mobile app prototype

Nova: Synthesis Creaturum (bricebai.com/nova) Visual novel game development — JAN 2014 - JUNE 2018

Project Manager, Main Writer, Social Media Manager

- Founded and led fully online, remote team of 3 visual artists and 1 programmer for visual novel PC game
- Wrote ~120,000-word long nonlinear screenplay, developed art concepts with artists, collaborated with programmer for art and music positioning, designed bonus game features for better player experiences
- Grew social media presence and fan engagement by writing bi-monthly posts across 5 platforms
- Gained 4,500+ demo and full version game downloads, 18,000+ views and 7,500+ impressions on indie game distribution website itch.io as of Fall/Winter 2019

ORGANIZATIONS

User Experience Society at Yale — NOV 2019 - PRESENT

Executive Vice President

- Building first UX-focused club at Yale to train members in UX methodologies through workshops and seminars, establish a design community on campus, and bring awareness to UX-related careers

HONORS AND AWARDS

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

1st Place Team Yale Tsai CITY/L'Oreal Innovation & Product Development Intensive Pitch Contest — NOV 2019

State Winner (Ohio) Doodle 4 Google Logo Competition 2017 — FEB 2017

SKILLS

Code C, HTML5, CSS, Python

Design Photoshop, Illustrator, InDesign, Sketch, Figma, Adobe XD, Wireframes, Mockups, Prototyping

Languages Mandarin Chinese