

Brice Bai

bricebai.com / brice.bai@yale.edu

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

Amazon — REMOTE — MAY 2020 – PRESENT

UX Design Intern

- Redesigned entire web console of cloud optimization SaaS tool, AWS Trusted Advisor, to address current needs for 90,000+ customers
- Improved console's ease of use by 14% and functionality by 66% with my redesign, as rated in customer usability sessions
- Collaborated with product manager, developers, and designers on AWS Support
- Validated design decisions with 4 user interviews, 6 usability sessions, user journey maps, personas, research reports, competitive analysis, and heuristic evaluation
- Developed new IA, user flows, wireframes, and prototypes in Sketch and Invision

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

L'Oréal & Yale Tsai CITY — NEW HAVEN, CT — SEPT 2018 – NOV 2018

Product Development Intensive Intern

- Innovated patent-pending, 1st-place-winning, color-changing hair dye product with team of 5
- Validated product design with 100+ response survey, personas, and market research

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, 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

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

TOOLS

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

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

SKILLS

Interaction Design, Visual Design, Mobile Design, Wireframing, Prototyping, Usability Testing