

Brice Bai

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EDUCATION	Yale University New Haven, CT	B.A. Computing and the Arts , Graphic Design concentration AUG 2018 – MAY 2022
EXPERIENCE	Amazon Seattle, WA	UX Designer II, Worldwide Prime JAN 2025 – PRESENT <ul style="list-style-type: none">Drive global and regional UX strategy for Prime payments, mobile/device acquisition, and retention CX for desktop, mobile web, and mobile app platformsPartner with Prime Video, Devices, Unified Payment Experience teams to unify Prime brand expression and optimize upsell flows in cross-org user journeysBuilt CX elevation playbook for Prime risk messaging, establishing North Star and P0 guidance on design strategy and tone
	Amazon Web Services (AWS) Seattle, WA	UX Designer II, AWS Support AUG 2022 – DEC 2024 <ul style="list-style-type: none">Led UX strategy across 3 SaaS cloud support tools for 5,000+ enterprise users, 30,000+ monthly console visitors, and 2,800+ AWS Technical Account ManagersIncreased conversion to paid Business Support plan by driving a trial request UX redesign, resulting in 51.3% conversion in the first customer cohort.Designed internal Generative AI case automation workflow builder to streamline support case resolution and reduce manual operationsPromoted from UX Designer I after leading a portfolio of 3 large, 5 medium, 13 small-scale projects and establishing research-driven journey frameworks
		UX Design Intern, AWS Support MAY 2020 – JULY 2020, JUNE 2021 – AUG 2021 <ul style="list-style-type: none">Redesigned cloud health tool, Trusted Advisor, for 90,000+ users, improving perceived functionality +66% and ease of use +12% from usability testingRefined UX of Customer Management Console for 2,500+ internal users, improving overall ease of use by 37%, as reported in 26 usability sessions
	Here.fm New York, NY	Product Design Intern AUG 2020 – MAY 2021 <ul style="list-style-type: none">Designed interactive features for YC S20 video space startup including onboarding, multiplayer puzzle game, playlists, file support, broadcasting
PROJECTS	Yale B.A. Thesis New Haven, CT	Concrete Wheelchair Interface in Virtual Reality SEPT 2021 – MAY 2022 <ul style="list-style-type: none">Designed and prototyped a VR interaction system enabling wheelchair-based navigation with ADA-guided modular interface components in Unity
SKILLS	Design	Interaction design, Generative AI design, Visual design, Information architecture, Usability testing, Journey mapping, Wireframes, Heuristic evaluation, Prototyping
	Tools	Figma, Framer, Adobe Creative Suite
	Tech	HTML, CSS, JavaScript
	Other	Conference speaking (Host for Conflux 2024, Amazon internal design conference)