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

Yale Office of Sustainability, New Haven, CT — FEB 2020 - PRESENT
Design Assistant
- Design graphics embedded in websites, emails, and articles to promote on-campus sustainability

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

L'Oreal and Yale Tsai CITY Innovation & Product Development Intensive — SEPT 2018 - NOV 2018
Internal internship gaining corporate and industrial experience in haircare product development
- Developed patent-pending, 1st-place-winning, color-changing hair dye product with a team of five
- 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 remote cross-functional team of 3 visual artists and 1 programmer for 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, Javascript, C++, Python
Design Adobe Creative Suite, Figma, Sketch, Invision, Adobe XD, Wireframes, Mockups, Prototyping