

# 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

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](http://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](http://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, Python

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

**Languages** Mandarin Chinese