Brice Bai

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EDUCATION

Yale University — AUG 2018 – MAY 2022
B.A. Computing and the Arts, Graphic Design concentration, GPA: 3.8
Extracurriculars — **Vice President** of Design at Yale

EXPERIENCE

Amazon — SEATTLE, WA — AUG 2022 – PRESENT
UX Designer I, AWS Support

Amazon — SEATTLE, WA — JUNE 2021 – AUG 2021
UX Design Intern, AWS Support
- Redesigned Customer Management Console dashboard and details page for internal technical account managers to more easily resolve external customer support cases

Here.fm (YC S20) — REMOTE — AUG 2020 – MAY 2021
Product Design Intern
- Designed onboarding flow, multiplayer puzzle game, playlist, file support, public room, stations, lobby, room teleportation, spatial audio, and user interaction features
- Identified target user groups and conducted interviews for YC-backed video space startup

Amazon — REMOTE — MAY 2020 – JULY 2020
UX Design Intern, AWS Support
- Redesigned full web console of cloud optimization B2B SaaS tool, AWS Trusted Advisor, to address current needs for 90,000+ customers
- Improved functionality by 66% and ease of use by 12% with redesign in usability studies
- Validated designs with 8 external/internal user interviews, 6 usability studies, user journey maps, personas, competitive analysis, heuristic evaluation, and 9 critiques from stakeholders
- Designed 3 iterations of info. architecture, flows, Sketch mockups, and an Invision prototype

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

PROJECTS

Concrete Wheelchair Interface in Virtual Reality (bricebai.com/thesis) — SEPT 2021 – MAY 2022
Senior Thesis Project
- Designed VR environment in Unity that utilizes a wheelchair as a concrete interface for navigation
- Created modular unit design system following American Disability Act (ADA) code for rapidly prototyping 3D environments in Unity for VR

AWARDS

Finalist Team — Adobe + Nickelodeon Creative Design Jam — APR 2020

TOOLS

Code — HTML, CSS, JavaScript, C, C++, Python
Design — Figma, Sketch, Invision, Adobe XD, Framer, Omnigraffle, Adobe Creative Suite

SKILLS

Interaction Design, Research, Wireframing, Prototyping, Usability Testing, Virtual + Augmented Reality