

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
	Amazon Web Services (AWS) Seattle, WA	UX Designer II, AWS Support JULY 2024 – 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 ManagersImpacted 51.3% conversion rate of first customer cohort adopting Business Support free trial that converted to paid support plan, with trial request UXLed North Star UX vision for Generative AI case automation workflow generator for internal builders, anchoring MVP in vision to work backwards from
		UX Designer I, AWS Support AUG 2022 – JUNE 2024 <ul style="list-style-type: none">Triangulated user, business, and technical needs through 3 large, 5 medium, 13 small-scale projects and navigated ambiguity with research, journey mapsPartnered and earned trust with 6 product managers and 30+ engineersLaunched Root Cause Analysis (RCA) console redesign for 26,000+ internal users across platform to provide Enterprise customers AWS disruption analysis
		UX Design Intern, AWS Support JUNE 2021 – AUG 2021 <ul style="list-style-type: none">Redesigned 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 10+ interactive features for YC S20 video space startup including onboarding, multiplayer puzzle game, playlists, file support, broadcasting
	Amazon Web Services (AWS) Seattle, WA	UX Design Intern, AWS Support MAY 2020 – JULY 2020 <ul style="list-style-type: none">Redesigned cloud health tool, Trusted Advisor, for 90,000+ users, improving functionality by 66%, ease of use by 12% in 14 usability sessions
PROJECTS	Yale B.A. Thesis New Haven, CT	Concrete Wheelchair Interface in Virtual Reality SEPT 2021 – MAY 2022 <ul style="list-style-type: none">Modeled 3D Unity VR environment for wheelchair-based concrete interfaceCreated modular unit design system following American Disability Act (ADA) code for rapidly prototyping
SKILLS	Design	Interaction design, Visual design, Usability testing, Journey mapping, OOUX, Heuristic evaluation, Wireframes, Prototypes, VR design, Generative AI design
	Tools	Figma, Framer, Adobe Creative Suite
	Code	HTML, CSS, JavaScript
	Speaking	Host/MC for Conflux 2024 , Amazon's internal 3,000+ attendee design conference