

Brice Bai

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EDUCATION

Yale University — AUG 2018 – MAY 2022

B.A. Computing and the Arts, (Computer Science and Graphic Design joint major), GPA: 3.69

Relevant Courses — Graphic Design, Typography, Data Structures, Computer Graphics

Extracurriculars — **Vice President** of UX Society at Yale, **Design Assistant** at Office of Sustainability

EXPERIENCE

Here.fm — REMOTE — AUG 2020 – PRESENT

Product and User Research Intern

- Identifying different target user group segments, conducting user interviews, evaluating product roadmap, and assisting in UX design for YC-backed video workspace startup

Amazon — REMOTE — MAY 2020 – JULY 2020

UX Design Intern, AWS Support

- Redesigned entire web console of cloud optimization B2B SaaS tool, AWS Trusted Advisor, to address current needs for 90,000+ customers
- Improved ease of use by 12% and functionality by 66% with redesign in usability studies
- Validated designs with 8 external/internal user interviews, 6 usability studies, user journey maps, personas, research reports, competitive analysis, heuristic evaluation, and 9 critiques from AWS designers, developers, and PMs
- 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
- Mentored 10 high school girls in program teaching HTML/CSS to build websites

PROJECTS

X.ing (bricebai.com/xing) — DEC 2018 – MAY 2019

Project Manager, UI/UX Designer

- Led 3-person team for mobile-app skincare venture, pivoting from physical product, to provide personal connection among skincare enthusiasts
- Conducted user research, surveys, competitive analysis, 12-person user testing
- Designed user and onboarding flows, wireframes, mockups, Figma prototype

Nova: Synthesis Creaturum (bricebai.com/nova) — JAN 2014 – JUNE 2018

Indie Game Project Manager, Writer

- Led remote visual novel game development team of 3 visual artists, 1 programmer
- Gained 4,800+ game downloads on itch.io and Mediafire
- Wrote ~120,000-word screenplay, designed bonus game features to enhance experiences

AWARDS

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

Finalist Team - X.ing — 23rd CT Collegiate Business Plan Competition — APR 2019

TOOLS

Code — HTML, CSS, JavaScript, C, C++, Python

Design — Figma, Sketch, Invision, Adobe XD, Omnigraffle, Adobe Creative Suite

SKILLS

Interaction Design, Visual Design, UX Research, Wireframing, Prototyping, Usability Testing