

Kent Morita

[linkedin.com/in/kentmorita](https://www.linkedin.com/in/kentmorita)

Bilingual (Japanese, English) conversation designer with experience delivering designs and consulting for Google, Amazon, the World Health Organization, Buick, State Farm, GlaxoSmithKline and others.

EXPERIENCE

Google, New York, NY – Conversation Designer

APR. 2022 - PRESENT

Lead conversation designer for Help Guide for Google Ads – an AI powered, conversational experience with the aim to provide conversational help to Google Ads customers.

Kea.Ai , New York, NY – Conversation Designer

NOV. 2021 - ARR. 2022

Conceptualized, designed, and road mapped conversation design strategy for an automated restaurant order collection voice service.

LivePerson, New York, NY – Conversation Designer

APR. 2021 - OCT. 2021

Designed conversational customer support experiences for brands including Spirit Airlines and Lowe's.

Soul Machines, New York, NY – Conversation Designer

JAN. 2020 - APR. 2021

Principal designer for Florence, World Health Organization's digital health worker, who advocates for tobacco cessation. Wrote script and filmed content for conversation design education videos. Provided conversation design support for Madera Residential, and FIS.

Google (via Adecco) , New York, NY – Conversation Design Advocate

FEB. 2019 - PRESENT

Facilitates conversation design workshops, teaching Fortune 500 companies and internal teams how to design conversation.

Amazon, Santa Barbara, CA – Knowledge Engineer

APR. 2018 - DEC. 2018

Defined NLP grammar rules and designed and implemented ETL processes to increase the answering capabilities of Japanese Alexa.

SKILLS

Conversation design

Japanese/English Localization and Translation

Kettle, Redshift

Data analytics using: Excel VBA, R, Python, JavaScript, SQL

AWARDS

2019 Miami Film Festival
Zeno Mountain Award –
Co-writer, *My Daughter Yoshiko*

LANGUAGES

Professional Fluency:
Japanese, English

Google (via Synergis), Mountain View, CA – *Creative Lead, Google Assistant Japan*

JAN. 2017 - MAR. 2018

Wrote voice script, and directed voice actor to capture Google Assistant's insightful personality.

Wrote, recorded, and produced jingles for Google Assistant.

Created English and Japanese conversational lines, and drove campaigns around them for Google Assistant.

Defined the Japanese Google Assistant's persona utilizing user data. Delegated writing tasks between myself and another Japanese writer.

Voltage Entertainment USA, San Francisco, CA – *Associate Localization Producer*

OCT. 2015 - JAN. 2017

Produced 50+, novel-length, interactive, English conversational experiences, localizing Japanese virtual characters to fit the tastes of an American audience.

Created weekly KPI reports using Excel, VBA macros, and Python.

EDUCATION

New York University, New York, NY — *B.A. Mathematics*

AUG 2012 - AUG. 2015