Kent "Kento" Morita

Bilingual (Japanese, English) conversation designer and content designer with experience leveraging cutting-edge LLM based generative AI to build and design experiences for Google, Amazon, the World Health Organization, Buick, State Farm, GlaxoSmithKline and others.

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EXPERIENCE

Google, New York, NY – *Conversation Designer – Gemini i18n*

APR. 2022 - PRESENT

May 2023 –Present: Conversation Designer for Google's Gemini (Formely Bard), a generative AI/LLM powered conversational assistant. Specifically working on establishing best practices around international content management.

April 2022 - May 2023: Principal conversation designer for Help Guide for Google Ads - a conversational assistant for Google Ads customers.

Moment in Manzanar, New York, NY – *Producer, Creator, Generative AI Director*

JAN. 2023 - PRESENT

Won Best in AI - Bronze at the 3rd Annual Anthem Awards. Pitched experience and secured funding from Inworld AI.

Recruited, managed, and established payroll for a team of an engineer, art director, film editor, illustrator, and UX designer.

Designed end–to–end conversational interactive experience that allows the user to speak to Ichiro, a Japanese American man incarcerated in the US Concentration Camps in 1943.

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

SKILLS

Content design

UX Writing

Joke Writing

Conversation design

Japanese/English Localization and Translation

Kettle, Redshift

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

AWARDS

2024 Anthem Award – Bronze – Best Use of AI – Creator, Moment in Manzanar

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

LANGUAGES

Professional Fluency: Japanese, English

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.

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