

Nicholas Pelczar

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UX/UI Writer ♦ Interactive Conversation Designer ♦ Content Developer

Innovator of text- and voice-based human-computer conversation architecture, code-level story logic, and content for video games, apps, smart speakers, toys, vehicles, TV shows, newsfeeds, and award-winning marketing campaigns.

- Creative to the core in terms of concept ideation, story development, writing, and user flow design, in collaboration with engineers, creatives, actors, F500 clients, and world-leading agencies.
- Strong technical aptitude having coded AI/machine-learning products daily and trained corporate partners on Python-based programming language, PullString Author.
- Mastery of the art of conversational writing, storytelling, and character/persona development stemming from theater acting career, English degree, and years of bot writing.

PullString

San Francisco, CA | 2015-present

UX/UI Writer ♦ Interactive Conversation Designer

Fulfilled the roles of writer, coder, UX/UI designer, content strategist, and voice-over actor/director to develop, pitch, and publish 20+ human-machine interactive products.

VOICE & AUDIO PROJECTS

- **Mattel.** Designed neural network, coded conversation modules, and wrote 10,000 lines of content for first interactive Barbie, voted #2 TIME Toy of the Year.
- **Google Home.** Built two family-friendly kids games. Guided ideation with development partner [Confidential], produced story and characters, coded 700+ lines of conversation, and directed sound engineering.
- **Amazon Alexa.** Led end-to-end production of an upcoming gameshow skill and contributed to design of *SpongeBob Challenge* memory game, including redesigning the intent recognition system.
- **[Confidential Car Brand].** Delivered PoC for "talking car," building car persona and drafting dialogues prompted by user voice commands.
- **ToyTalk.** Wrote storyboard, scenes, and background for *Moments*, PullString's own rom-com app enabling users to play both sides of a relationship.

CHAT & TEXT PROJECTS

- **Facebook.** Co-created *Jessie Humani*, a 20-hour interactive SMS game featured at 2016 F8 Conference. Introduced branching narrative concept and led teams in handling chapter development, writing, coding, and QA/testing.
- **Channel 4 UK.** Contributed to chatbot development for *Humans* show viral marketing campaign that won BAFTA nomination and Cannes Golden Lion.
- **IAAF/SPIKES.** Finalized creation of sports news bot that fielded user questions and presented stats via Skype for 2017 IAAF World Championships.
- **BBC.** Contributed to the development of the chatbot behind the marketing campaign for new *Dr. Who* season, including UI flow, notifications, and QA.
- **Samsung.** Delivered conversational architecture for *Sunday Scaries Campaign* involving a promotional chatbot contest via Facebook Messenger.
- **Activision.** Assisted with conversation architecture for *Call of Duty* customer care bot, a second iteration after the award winning *Call of Duty: Infinite Warfare* promo campaign.

Also, developed MVPs, demos, and decks for Crowns to Ashes and Far Out video games, Lego Ninjago PoC, Skype video bots, and Amazon Alexa Skills.

Locu (GoDaddy)

San Francisco, CA | 2014

Data Quality Operator / Contractor

- Validated merchant data prior to deployment to review sites and listing services clients such as Yelp, Foursquare, TripAdvisor, and OpenTable.
- Recommended UI/UX features to engineers to enhance data quality portal.

Giant Rabbit

San Francisco, CA | 2012-2013

Quality Assurance Staff / Contractor

- Ran multi-platform black-box testing on websites for non-profit clients, such as CompassPoint and Ignited (fka IISME).
- Streamlined user flows, database integrations, and shopping cart experience.

EXPERTISE

Human-Computer Interaction
Natural Language Processing
Auto Speech Recognition
Text-to-Speech Conversion
Artificial Intelligence
Machine Learning Algorithms
Intents & Rules Engines
Intent System Scripting
Logic-Based Conditions

Content Development

Storyboards, Scripts, Lines,
Dialogue, Persona/Character
Sketches, Pitch Decks, PoCs,
MVPs, Concept Scripts

SOFTWARE

Design Tools

Adobe Illustrator, Adobe
Photoshop, Lighthouse,
Readme, Google Apps (Drive,
Sheets), MS Office (Advanced
Excel & PowerPoint)

Programming

Expert in PullString Author, a
visual programming tool using
Python constructs, machine-
learning algorithms, and a
proprietary AI/dialogue engine

EDUCATION

A.C.T. Theater School
MFA Acting

University of Virginia
BA English, Minor Studio Art

BACKGROUND

10-year career as a full-time
Stage Actor in over 40 shows
in the US & Canada, including
lead roles in award-winning
plays at top local theaters,
such as A.C.T., Berkeley Rep,
and CA Shakespeare Theater.