Tyler Nelson

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Work Experience

Community Manager for Black Desert, Pearl Abyss America, Manhattan Beach CA   December 2021 – Present
Black Desert is a seamless, open-world MMORPG launched on PC globally in 2016 with Xbox and PlayStation support in 2019.

⊤ Introduced regular in-game events consisting of small minigames with players and Game Masters/Community Managers.
  ∟ Through ~30 events, brought engaging experiences to more than 2000 unique users. Over half returned for subsequent events.
⊤ Implemented a new feedback pipeline through the official Discord. Created reports to bring the player's voice to relevant teams.
  ∟ Collected over 1200 suggestions in 8 months. Detailed weekly reports on metrics. Helped drive interaction in official Discord.
⊤ Scripted, storyboarded, recorded, and published several guide videos to help new players as they start the game.
  ∟ Guide videos received over 5x the average views on the console YouTube channel, with clear positive reception from players.
⊤ Began running consistent engagement events in the official Discord server, ranging from screenshot/art submissions to contests.
  ∟ Participation in events steadily increased despite hardware limitations (screenshot quality). Drove growth in the Discord server.
Additional Responsibilities Include (but not limited to): *Managing 11 social media & blog platforms, publishing to PS News, Xbox Club & Xbox Events App, coordinating in-game & in-person events for Black Desert (as an IP), drafting official website notices, creating console UI/gameplay reports & submitting to relevant teams (QA, UI, Game Design, etc.), creating image & video assets, livestreaming.*

Global Community Management for Genshin Impact, HoYoverse, Redmond WA   April 2021 – December 2021
Genshin Impact launched cross-platform (PC/Console/Mobile) in 2020. ~65M monthly active users and over $4B in revenue to date.

⊤ Regularly compiled and reported on UI/gameplay suggestions from players to relevant teams.
  ∟ Reports helped to prioritize the development of quality-of-life (QOL) functions and other content, increasing user satisfaction.
⊤ Started a new feedback channel through Discord specifically targeted at core, long-term players and VIPs.
  ∟ Categorized player sentiment towards game topics based on metrics such as level, start date, and average daily playtime.
⊤ Beta tested new builds of Genshin Impact on multiple platforms prior to release (PC, PlayStation, and Android).
  ∟ Ensured stability on different devices, reported on bugs/issues, created a knowledge base on new content for CS team.
Additional Responsibilities: *Managed overall structure of Discord server, addressed players' questions/concerns through CS tickets.*

Project / Research Intern, Microsoft, Redmond WA & Tokyo JAPAN   Summers 2016, 2017, 2018

⊤ Data scientist within the Business Applications Group. Helped to improve support chatbot experience for Microsoft & clients.
  ∟ Researched Natural Language Processing (NLP) for PowerBI/chatbots. Created test databases/dashboards for NLP research.
⊤ Worked to port Microsoft Pix (AI camera application) to Universal Windows Platform (UWP).
  ∟ Created wrappers for existing C++ code and developed in Unity for HoloLens. Participated in company-wide hackathon.
⊤ Furthered Microsoft Office Online's reach to consumers/businesses by expanding platform compatibility and ease-of-use.
  ∟ Created a prototype Google Chrome extension for Docs.com (Office file sharing and discovery. Succeeded by SlideShare).

Education

B.S. in Computer Science, Purdue University, West Lafayette IN   2016 – 2020
Focus: Artificial Intelligence (AI) and Machine Learning (ML). Honored as Outstanding Freshman in CS in Fall 2016.

- Heuristic search, knowledge reasoning, data mining, relational databases, query languages, exploratory data analysis, predictive modeling.
- Japan Student Association: Board member & marketing team. Coordinated events, designed posters & membership cards.
- Overwatch Team: Spring 2017 Team Captain. Recruited members, organized practice and matches. Promoted esports at Purdue.

Japanese Study Abroad, Waseda University, Tokyo JAPAN   Spring 2019

- Comprehensive Japanese 3: Third year immersion Japanese. Focused on improving writing, reading, and speaking skills.
- Video Game Studies: Digital game history, theory, terminology, how the industry operates, how games have shaped culture.

Skills

- Social Media: Twitter, Facebook, Instagram, Discord
- Video Content: YouTube, Twitch
- Blogging: Xbox Wire, PlayStation Blog
- Console News: Xbox Club, Xbox Events, PlayStation News
- Storyboard production for videos & livestreams
- In-person event planning & hosting
- Audio & Video recording
- Photoshop, Premiere, Lightroom, etc.

Interests

- Travel (23 Countries Visited)
- Filmmaking & Photography
- Model building (Gunpla)
- Tabletop Games & Collaborative Storytelling
- Tennis
- Robotics, 3D Software, 3D Printing
- Trade Shows: TwitchCon, PAX East, Tokyo Game Show, Wonder Festival, Anime Expo