

# 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