

# NICHOLAS F. LAING

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Conversational AI Strategist with 5+ years crafting human-centered chatbot experiences for industry leaders. Energized by the challenge of leveraging emerging technologies for natural interactions, guided by research-backed principles.

## PROFESSIONAL EXPERIENCE

### CDI Services

*Remote*

*Conversational AI Consultant & Design Lead*

*Mar. 2024 - Present*

- ❖ Managed the development of a next-generation support bot for a new direct-to-consumer medical device, defining design solutions from concept to launch. Developed a hybrid approach, combining the traditional retrieval-based paradigm with GenAI systems, to optimize UX and confidently navigate complex FDA compliance requirements.
- ❖ Championed user experience while partnering with diverse teams across AI engineering, marketing, regulatory, and development; the resulting chatbot helps over **95%** of users find what they need without agent intervention.
- ❖ Assisted with prompt engineering for conversation design tooling, evaluating and refining prompts to improve output quality, which empowered designers with a tool for rapid, consistent content generation.

### JPMorgan Chase & Co.

*New York, NY*

*Sr UX Designer*

*Sep. 2021- Jan. 2023*

- ❖ Refined the chatbot UX of the Chase Digital Assistant by creating prototypes, driving improvements through research-backed audits, and effectively communicating design changes to secure backing from senior managers.
- ❖ Launched a research initiative that transformed archived report data into actionable insights, creating a best practices guide that facilitated knowledge sharing and enhanced conversation design standards throughout the JPMorgan Chase team at large.

### Drift

*Remote*

*AI Conversation Designer*

*Jan. - Aug. 2021*

- ❖ Designed and implemented AI chatbots for enterprise clients including Twilio, Cisco, and Adobe, utilizing several techniques including conversation analysis, conversational copywriting, and A/B testing.
- ❖ Experimented with GPT-3 to create a prototype leveraging generative AI for NLU training, which directly enhanced the accuracy and performance of NLU models at Drift.
- ❖ Implemented strategic A/B testing methodologies by writing and refining bot hook messages, crafting content variants that resulted in a measurable **40%** increase in user engagement rates and improved conversion rates.

### Freelance

*Remote*

*AI Conversation Designer & Consultant*

*2017 - 2022*

- ❖ Delivered design and consulting services for freelance clients, specializing in the creation of conversational applications and chatbots.
- ❖ Independently built the award-winning “My Adventure Book” action for Google Assistant from the ground up. This seminal application engaged **1,000+** users a week, making it the first action to successfully blend storytelling and gaming mechanics, establishing new voice-first patterns for narrative experiences in the emerging medium.

### Cognifi Studios

*Hudson Valley, NY*

*Founder*

*2017 - 2019*

- ❖ Established consulting & contracting service specializing in smart home technology, that resulted in a profitable business exit with a **50%** return. Directed all service offerings, growth strategy, and partnership opportunities.

## EDUCATION & AWARDS

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### **Baruch College – Zicklin School of Business**

B.A. in Business Administration (Concentrations in Entrepreneurship) | Minor in Philosophy

*New York, NY*

*Graduated: Dec. 2019*

### **Worcester Polytechnic Institute**

Robotic Engineering and Computer Science

*Worcester, MA*

*Transferred*

**Google Developer Challenge** | 3rd Place & Best Student App

*Dec. 2017*

## SKILLS

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**UX/UI Tools-** Voiceflow, Figma, Dialogflow CX,  
Amazon Lex

**Programming-** JavaScript, Python, SQL, HTML

**Prompt Engineering-** RAG, Lang Chain

**Project Management-** Jira, Agile, Scrum

**Cloud Platforms-** AWS, Google Cloud Platform