

Arun George

AI CONVERSATION DESIGNER + ARCHITECT

PORTFOLIO

Arun George (<https://arungeorge.me/>)

SENIOR Conversation Designer @ HCLTech (2025 - Present)

- Assigned to a high visibility project to design internal AI bot using generative AI with Microsoft's Copilot Studio for HCLTech's internal users.

SENIOR CONVERSATION DESIGN @ MICROSOFT (2023 - 2025)

@ Microsoft (via acquisition of Nuance Communications)

Generative AI & Copilot Studio Training:

- Trained internal design teams on Generative AI (Copilot Studio), including:
 - Using generative actions effectively
 - Leveraging NLU (Natural Language Understanding) and Generative AI for intent classification

PRINCIPAL CONVERSATION DESIGN @ NUANCE COMMUNICATIONS (2018 - 2023)

Conversational AI Strategy & Consulting:

- Senior Consultant for Fortune 100 brands in designing Virtual Assistants
- Improved bot strategy for a major telecommunications company, reducing:
 - Incomprehension (No Match) rate from 47% → 37%

- Live Chat Requests from 11.2% → 8.5%

Process & Efficiency Improvements:

- Developed an internal software tool using Microsoft's .NET framework to enhance design processes
- Led intent discovery & content workshops across various industries (telecommunications, finance, utilities)
- Owned implementation of key dialog elements, including business intents, incomprehension handling, and dialog strategy

Training & Enablement:

- Conducted training sessions for internal teams and external clients on Nuance's Conversational AI Platform – Mix

VOICE UX CONSULTANT @ VOXGEN (2015 – 2018)

(Client: Major US Retail Pharmacy Client)

- Helped VoxGen win a \$2 million USD contract by acting as the primary contact for all client deliverables.
- Led all VUI deliverables, including:
- Recording scripts & prompts
- Script translations & VUI design implementation
- Grammar development & usability testing
- Conducted UX research, including moderating usability testing sessions and developing sample dialogs for Wizard of Oz testing
- Managed client requests, including persona development, script revisions, and VUI enhancements
- Worked closely with engineering teams to ensure timely and successful implementation of designs

FOUNDER @ CGRNET (2000 -2004)

CGRNet (Computer Games' Reviews Network)

- Created a game review platform with a growing user base
- Gained early traction (pre-YouTube era)

EDUCATION

🎓 University of Central Florida Bachelor of
Science – Psychology (*Emphasis: Human
Factors*)

PUBLICATIONS

"Designing for Voice"

"UX Process for Chatbots – A Crash Course"