

NATALI REIN

WRITER
STORYTELLER
RESEARCHER
GAMER



6 years
industry
XP

8 years
academic
XP

UR TOOLKIT

- UR planning and execution
- Qualitative and quantitative research methods
- Responsible for business critical performance indicators (SUS, CSAT, UMUX, NPS)
- Research operations (ReOps)
- Usability testing and heuristic evaluations
- Participant recruitment and study moderation
- Data synthesis and actionable insights
- Creating personas, journey maps, and research reports
- Research and product roadmaps
- Infographics
- Agile and cross-functional team collaboration
- Proficiency in research tools (UserZoom, Qualtrics, Coda.io)
- Biometric research (eye tracking with Tobii & EDA with Biopac)
- Mentoring & teaching

CONTACT & PORTFOLIO



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playfulbraindemand.com



+49 1525 43533 63



Würselen, Germany

SPECIALIZATION IN UXR



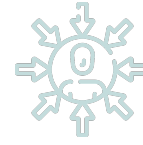
User Research

Making data-informed decisions



Neuropsychology

Understanding limitations & capacities of users



User-Centric Design

Designing solutions for users in mind



Info-visualization

Delivering stakeholder-friendly research findings

SELECTED INDUSTRY EXPERIENCE

Since 04/2021

Senior User Researcher, Ubisoft Düsseldorf, Germany

UXR Ops Department, Agile, Software development

- Full cycle research planning and execution
- Lead researcher for internal tool teams
- Identifying long-term strategic opportunities
- Leading research and product roadmap workshops
- Teaching user research methods to game developers
- Cross-team collaboration with Directors, Leads, POs, Designers, Confluence teams
- Leading a Germany-wide neurodiversity ERG
- Managing and leading champions program for accessibility

10/2019 –
03/2021

UX Researcher & Analyst, MOQO Aachen, Germany

UX Department, Agile, B2B, B2C, SaaS development

- Full cycle research planning and execution
- UX Design
- Feature design
- Inbound marketing research
- Data analysis and reporting
- Building a user testing pool
- Participant coordination and user test moderation



LANGUAGES

English
Professional working proficiency

German
Professional working proficiency

Croatian
Native

Modern Greek, Spanish,
Korean
Elementary to limited proficiency

INTERESTS



Fiction
writer



Korean
food



Sewing



Painting



Video
games



Sword
fighting

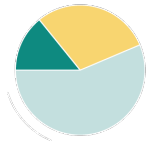
MENTORING

Founder of “The Very Secret Society of Women in Games” – a non-profit mentoring program for soft-science, female students.



ACADEMIC WORK EXPERIENCE

Since 06/2021	Doctoral Candidate, RWTH Aachen , Germany <i>Independant research project, Non-profit</i> <i>Topic: Understanding Arousal Triggers in Video Games: Toward a Predictive Model Using Electrodermal Activity</i> <ul style="list-style-type: none">• Statistical modeling• Machine learning (Random Forest, Support Vector Machines, k-fold, leave-one-out)• Data analysis• Python, MATLAB• Game elements tracking• Electrodermal activity
10/2017 – 07/2020	M.A. Games User Research & Cognitive Studies <i>RWTH Aachen, Germany</i> <i>Thesis: From Immersion to Attention in AAA Games. A Cognitive-Empirical Approach to Player Experience</i>
03/2019 – 09/2019	Research Assistant <i>University of Alberta, Edmonton, Canada</i> <i>Full-time mixed-methods research assistant</i>
10/2016 – 09/2017	B.A. Game Studies & Narratology <i>HHU University Düsseldorf, Germany</i> <i>Bachelor of Art in English and American Studies, and Art History</i> <i>Thesis: Interactive Storytelling: A Narratological Approach to the Video Game “The Last of Us”</i>



SELECTED CERTIFICATES

02/2025	Certified Accessible Player Experiences Practitioner <i>Focus on design patterns and accessibility in game production</i>
12/2024	Project Management at Ubisoft <i>Focus on managing projects in global environments</i>
05/2024	People Management at Ubisoft <i>Focus on leading teams</i>
06/2023	Data Storytelling and Visualization <i>Focus on data trade-off, prediction models, and infographics</i>
03/2023	IAAP CPACC <i>Certified Professionals in Accessibility Core Competencies, focus on universal design and accessibility</i>

PUBLICATIONS

- 2022 **Digital Fictions: Towards Designing Narrative Driven Games as Therapy**
In Jímena Aguilar Rodríguez, et al. (Eds.) Mental Health, Atmospheres, Video Games: New Directions in Games Research III
- 2019 **The (American) Way of Experiencing Video Game Violence**
In Federico Alvarez Igarzábal, Michael S. Debus, Curtis L. Maughan (Eds.) Violence, Perception, Video Games: New Directions in Game Research II
- 2019 **On Character Analysis and Cognitive Narratology: Why You Cried at the End of “The Last of Us”**
In Federico Alvarez Igarzábal, Michael S. Debus, Curtis L. Maughan (Eds.) Violence, Perception, Video Games: New Directions in Game Research II

CONFERENCES (INVITED SPEAKER)

- 11/2025 **Games Ground Berlin**
Workshop: Shaping a mentoring environment for female and non-binary game developers
- 08/2025 **Devcom & Gamescom, Cologne, Germany**
The Very Secret Society of Inclusion - How Mentorship Can Rebuild Inclusion from the Ground up
- 03/2022 **Devcom 2022, Cologne, Germany**
The Art of User-Centered Design for Internal Tool Teams
- 03/2022 **GDC - Game Developers Conference, San Francisco, USA**
Tools Summit, Title: Ubisoft Connect: Building User-Centered Frameworks for Internal Tools
UX Summit, Title: Empirical Study: How to Use Electrodermal Activity in Games

AWARDS

01/2021
 Dean's List RWTH Aachen
 2019/2020

06/2019
 University of Alberta
 Junior Research
 Fellowship

03/2019
 University of Alberta
 Research Experience
 Scholarship



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