

NATALI REIN



WRITER
STORYTELLER
RESEARCHER
GAMER

6 years
industry
XP
8 years
academic
XP

NARRATIVE TOOLKIT

- Multimedia narrative (interactive)
- Character development
- Story beats
- Cognitive narratology
- Emotion by design
- In-game artefacts writing
- HUD writing
- Technical writing
- World building
- Plotting
- Dialogue and script writing
- Genres: Fantasy, romantasy, contemporary
- Visual scripting (Unity blueprints)

CONTACT



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playfulbraindemand.com



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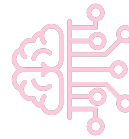
Würselen, Germany

SPECIALIZATION IN GAMES



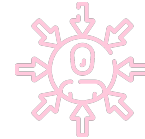
Writing & Editing

Writing characters & stories that make you cry



Neuropsychology

Understanding limitations & capacities of players



User-Centric Design

Designing solutions for players in mind



Info-visualization

Delivering stakeholder-friendly research findings

SELECTED WORK EXPERIENCE

Since 04/2021
Ubisoft
Germany

Senior User Researcher (AAA)

Ubisoft Düsseldorf, UXR Ops Department, Agile

- Delivering impact through storytelling
- Full cycle research planning and execution
- 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

03/2021 –
03/2021
Cultures
Interactive
e.V.

Narrative Game Design (Indie/Education)

Freelance narrative commission

- Collaborated in a large team to design narrative structure, gameplay, and mechanics
- Contributed to early development stages of a game released in mid-2022
- Games as education



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.

UX & Game Narrative Design

Indie start-up LuftGames e.V. Cologne, Germany

- Story development: Creating and iterating on the game’s overall narrative, worldbuilding, character arcs, and tone
- Dialogue writing: Writing compelling dialogue for characters, branching conversations, and in-game text
- Narrative design integration: Design how story elements integrate with gameplay mechanics (e.g., quests, puzzles, choices)
- Scripting events: Implementing narrative moments using blueprints (e.g., triggers for cutscenes, text pop-ups).
- Collaboration: Work closely with level designers, programmers, and artists to ensure narrative cohesion.

EDUCATIONAL EXPERIENCE

Since 06/2021

Doctoral Candidate, RWTH Aachen , Germany

Independant research project, Non-profit

Topic: Understanding Arousal Triggers in Video Games: Toward a Predictive Model Using Electrodermal Activity

10/2017 – 07/2020

M.A. Games User Research & Cognitive Studies

RWTH Aachen, Germany

Thesis: From Immersion to Attention in AAA Games. A Cognitive-Empirical Approach to Player Experience

03/2019 – 09/2019

Research Assistant (Game Project)

University of Alberta, Edmonton, Canada

Full-time mixed-methods research assistant, game project

10/2016 – 09/2017

B.A. Game Studies & Narratology

HHU University Düsseldorf, Germany

Bachelor of Art in English and American Studies, and Art History

Thesis: Interactive Storytelling: A Narratological Approach to the Video Game “The Last of Us”

GAME JAMS AS WRITER

05/2021

FemDevs GameJam 2021

Knead a Hand - a cozy game about “Connection.”

04/2021

bpb: global sustainability gamejam 2021

The Quarry - a game about accessibility and sustainability.

01/2021

bpb: gamejam 2021

Mindfits - a weird game about patterns and shapes and forms.



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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

SELECTED CONFERENCES

- 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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