

Hanieh Hatefi

Turin, Italy (Open to remote and relocation)

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Core Skills

Research & Insights

User Interviews, Usability Testing, Survey Design, Mixed Methods Research, Qualitative Research, Quantitative Research, SPSS, Thematic Analysis, User Feedback Analysis, Community Research, Journey Mapping, Insight Synthesis, Research Reporting

Content & UX Writing

Content Design, UX Writing, Content Strategy, Information Architecture, Onboarding Content, Tutorial Writing, Help Documentation, Tone of Voice, Style Guides, Content Systems, Localization

Community & Customer Experience

Community Management, Customer Support Operations, Zendesk, Knowledge Base Development, Ticketing Workflows, Escalation Handling, Customer Communication, Player Engagement

Product & Analytics

Product Discovery, Feature Validation, Agile, Scrum, Google Analytics, Google Play Console, Excel, Google Sheets

Tools

Figma, Miro, Jira, Trello, Notion, Slack, Discord, Zendesk, WordPress, SPSS

Professional Experience

UX Research & Content Consultant | Independent (Remote) | 08/2024 – Present

- Conducted a five-year longitudinal study of player trust and fairness perception using reviews and support conversations from a mobile game ecosystem.
- Applied thematic analysis across 500+ coded data items to identify behavioural patterns, trust breakdowns, and communication opportunities.
- Conducted user research, usability reviews, and feedback analysis across gaming and digital products.
- Developed website content, onboarding materials, UX content, and localization support informed by user insights.
- Collaborated with stakeholders to translate research findings into product and communication recommendations.

UX Researcher & Content Designer | Rain Hero Games (International Brand of Armiksoft) | 02/2021 – 08/2024 | Istanbul, Turkey (Hybrid)

- Collected and synthesised insights from Discord communities, support channels, app store reviews, social media, and testing groups.
- Facilitated player research across testing groups, investor demonstrations, and community channels.
- Investigated recurring user-reported issues by analysing behavioural patterns and support data.
- Reviewed features pre-release to identify usability risks before implementation.
- Collaborated with designers, developers, artists, and stakeholders throughout the product lifecycle.
- Managed structured feedback loops connecting users with development teams.

UX Researcher & Content Designer | Armiksoft | 02/2020 - 02/2021 | Rasht, Guilan (Hybrid)

- Led user feedback analysis for a mobile game portfolio that surpassed 3 million downloads across Android marketplaces and three educational apps serving 20,000+ users.

- Conducted user interviews, surveys, and usability evaluations to identify friction points and user needs.
- Identified a reward-wheel expectation mismatch where equal visual weighting implied equal odds, leading to a communication redesign.
- Localized marketplace content across Google Play, Cafe Bazaar, and Myket in English and Persian.
- Wrote onboarding content, tutorials, announcements, help documentation, and in-game messaging.
- Participated in sprint planning, backlog discussions, retrospectives, and roadmap conversations.

User Research & Community Insights | Armiksoft | 02/2018 - 02/2020 | Rasht, Guilan (Hybrid)

- Analysed and categorised 1,000–5,000 player interactions monthly across app stores, support channels, email, and social platforms.
- Produced insight reports that informed campaign messaging, event planning, and player communication.
- Built feedback categorisation systems to identify recurring user needs and experience issues.
- Investigated player perceptions of fairness, trust, and system manipulation.
- Managed support workflows and customer records in Zendesk.

Social Media & Customer Support | Armiksoft | 03/2017 - 06/2018 | Rasht, Guilan (Remote)

- Managed Instagram community content, event announcements, promotional campaigns, and daily player engagement.
- Handled player communications across social and support channels.
- Created support templates, macros, and communication frameworks used by the wider support team.
- Analysed player feedback to identify recurring issues and communication opportunities.

Product & Content Coordinator | Sava Arman | 03/2011 - 06/2017 | Rasht, Guilan (On-Site)

- Wrote and structured website content, interface copy, and information architecture for a job search platform and tourism platform.
- Managed content through WordPress and applied SEO principles to improve discoverability.
- Conducted user needs analysis and supported usability testing activities.
- Translated business requirements into user stories, specifications, and implementation-ready documentation.
- Delivered multilingual content and localization support.

Education

Master's Degree | Languages & Literatures for European Multilingualism | 110/110

University of Naples Federico II, 2024–2026, 110/110 | Coursework Average: 28.5/30

- Thesis: Localized Multimodal Interfaces in English-Default Mobile Apps: A Multimodal Discourse Analysis of Non-Native Users' Perception
- Mixed-methods study (n=56, SPSS) examining trust, comprehension, cognitive load, and inclusivity in Duolingo, Spotify, and Notion.

Master's Degree | Teaching English as a Foreign Language (TEFL)

Azad University, 2014–2016, Guilan - Rasht

Bachelor's Degree | Translation & Interpretation

Azad University, 2011–2013, Guilan – Rasht

Additional

Portfolio: <https://haniehhatefi.it/>

LinkedIn: [linkedin.com/in/hanieh-hatefi](https://www.linkedin.com/in/hanieh-hatefi)