

HANIEH HATEFI

UX Researcher
Content Designer

CONTACT

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/hanieh-hatefi

Turin, To, Italy

SKILLS

- UX Research
- Content Design
- UX Writing
- User Interviews
- Usability Testing

LANGUAGE

- English
- Persian

ABOUT ME

UX Researcher and Content Designer with 10+ years of experience in digital products, gaming and education. Combining user research, content strategy and multilingual UX to create clearer, more inclusive digital experiences.

WORK EXPERIENCE

UX Researcher & Consultant 2024 – 2026

Independent

Analysed 52,000+ player reviews and support conversations, researching trust, fairness and user experience.

UX Researcher & Content Designer 2021 - 2024

Rain Hero Games

Led player research, playtesting and game content design. Reduced UX confusion incidents by approximately 40%.

UX Researcher & Content Designer 2017 - 2021

Armiksoft

Worked across user research, UX writing and community insights. Contributed to a 36% increase in user satisfaction.

Content Coordinator 2014- 2017

Sava Arman Kish

Created and structured website content, interface copy and information architecture for two consumer-facing digital platforms.

EDUCATION

University of Naples 2024 - 2026

MA Languages & Literatures Multilingualism

Azad University of Gilan 2010 - 2014

BA Translation & Interpretation

RESEARCH

Player Trust & Fairness Research 2026

Five-year longitudinal study analysing 52,000+ player reviews and support conversations to investigate fairness perceptions, trust erosion and player behaviour in competitive mobile gaming.

Research & Publications