

Games user research professional with 4+ years of experience supporting playtests, participant recruitment, stakeholder communication, research documentation, and cross-functional coordination across game, entertainment, and transmedia projects. Experienced in hybrid research sessions and helping teams turn feedback into actionable improvements.

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## Select Experience

Jul 2024 - Jul 2025

### IO Interactive (Researcher, Games & AI)

- Coordinated research planning with marketing, lead designers, and studio stakeholders, helping define goals, hypotheses, methodology, target audiences, and documentation needs.
- Turned findings from interviews, diary studies, and workflow observations into actionable reports that helped stakeholders understand team needs, tool adoption barriers, and opportunities to improve research, marketing, and narrative workflows.
- Mapped existing research, marketing, and narrative workflows to identify where AI models, LevelUp, analytics tools, and proprietary internal tools could improve data organization, reporting, and planning.
- Synthesized findings into strategic inputs that clarified team needs, tool adoption barriers, and practical next steps for improving workflow efficiency, documentation quality, and cross-team collaboration and long-term player and business opportunities

Feb 2023 - Feb 2024

### Jaguar Games (User Researcher & Comms) - Erasmus+ Programme

- Coordinated playtesting and feedback collection for a narrative-driven game prototype across demos, surveys, Discord discussions, and community feedback channels.
- Logged and categorized recurring player pain points around tutorial flow, onboarding, mechanics, dialogue clarity, and narrative comprehension.
- Translated findings into design and production recommendations that helped the team prioritize improvements to objective clarity, onboarding, and player understanding.

Sept 2021 - Feb 2023

### Game Research Lab / Games as Art Center (Game Researcher) - Academic work

- Coordinated participant recruitment, survey distribution, playtest scheduling, interviews, and qualitative/quantitative feedback analysis for academic game research projects across remote and in-person settings at Tampere University game studies Game Research Lab and Games Art Center.
- Edited study protocols and supported moderation, note-taking, observation, and documentation for research labs, usability tests, and workshops across remote and in-person settings.
- Helped prepare research sessions by supporting lab readiness, device setup, capture workflows, participant communication, and troubleshooting when needed.
- Wrote and peer-reviewed research summaries, reports, and documentation for academic and project stakeholders.

Jan 2017 - Jan 2020

### Warner Bros/Disney/Comic-Con (Marketing and Communications)

- Coordinated PR/Marketing for 19+ film, 6+ events and game releases (e.g., LEGO Batman, Dunkirk VR).
- Analyzed fandom behavior, audience expectations, and cultural context to support localized marketing, global events and community marketing and engagement strategies.
- Ad hoc User Research and testing for game companions tied to major IPs (e.g., LEGO Batman, IT, Dunkirk VR).

## Non-Profit and volunteering

Sept 2021 - Present

### Global Game Jam, Finland (FGJ) | Community & Partnership Manager (Non-Profit)

- Help organize large-scale game development events and game jam initiatives across Finland and the Nordics, coordinating participants, partners, schedules, communications, and operational logistics.
- Built relationships with studios, universities, institutions, and industry partners to support smooth event execution and community participation.

## Education

### Tampere University - Finland

MSc in Human-Computer Interaction 2021 - 2025

Major: Game Studies

Minor: Transmedia Production.

### Lancaster University

Interactive Media, Virtual, Augmented and Mixed Reality Storytelling Certificate - 2020