

Oana Petrache

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Space geek uses research to craft smooth web experiences.

I am a unicorn. Seriously.

I have a firm foothold in tech and a way with words. Making the switch from aerospace engineering to web experiences was painless. Storytelling is in my nature. Add to that structured problem-solving, an innate curiosity, tech knowhow and ta-daa, you got me.

What do I do? In a nutshell, I shape websites to tell the right story for their audience. That includes user research, user journeys, wireframing, personas, verbal identity, UX/copywriting.

So, chances are, if your tech business doesn't attract the right audience, you might need me.

Experience

Web writing, research & strategy

UX writer for Ford // From Nov2021

Ford doesn't need any introduction. I was hired as the very first in-house UX writer for the FordPass Pro — an app to handle and monitor small to medium van fleets. As part of the design team, I participate in brainstorming sessions, give feedback on user flows, and write in-app copy.

Communications consultant at Ethernity CLOUD // Nov2021 - Mar2022

Ethernity CLOUD is one of the very first blockchain projects focused on privacy. It's a startup whose goal is to launch a decentralised network that can run applications fully privately with no downtime. Initially, I was hired to handle their emails and external comms, but as soon as I joined I realised there was much more.

What I did:

- Direct the rebranding process — research, strategy, and implementation are resting on my shoulders now
- Manage and partially help with the new website — research, design (flows), implementation (copy)
- Write internal and external pieces of communication — emails, job posts, social media
- Implement a working process in the Marketing & Comms Department

Experience writer for AVL // Aug - Sept 2021

AVL is the world's largest independent company for the development, simulation, testing and vehicle integration of powertrain systems. The company designs its own app platform. I was hired to design & write a template for a few product pages. The main goal was to transform a convoluted technical message into a simpler one meant for a broader audience. Time was of the essence, so a quick turnaround was needed.

What I did:

- Research to understand the company's complex offering
- Detailed research of a specific app
- Wireframes for the product page
- Copy for the product page
- Scripts for videos to appear on the product page

Experience writer, researcher & strategist for Cult Wines // Apr 2020 - May 2021

The former startup Cult Wines combines fine wine knowledge and investment expertise to offer their clients the highest standard of fine wine investment. I was hired to support the website redesign for the regional markets (USA, Europe, Canada, Singapore & Hong Kong).

What I did:

- User research
 - Designed surveys for both existing clients and leads
 - Put together a mindmap to support the UX design of the website
 - Created user personas
 - Created user experience journeys
- UX & wireframes for certain web pages, including some onboarding flows
- Service blueprinting for wine portfolio transfer
- Web copy for the North American, EMEA, Singapore & Hong Kong markets

UX copywriter & rebranding agent at Yobota // Jan - Apr 2020

Yobota is a fintech startup that will shape the future of banking. Its product, the Yobota Platform, enables banks to create the financial products that best suit their clients' needs.

What I did:

- Create engaging UX copy for white label apps
- Web copy for landing page samples showcasing two different copy approaches
- Led the rebranding process and completed the Research and Strategy phases. This meant:
 - Interviews with both internal and external parties to establish the current brand position
 - Internal survey to understand how the brand is regarded
 - Brand positioning – proposition, values, mission & vision
 - Produced the first tone of voice for the company

Copywriter, researcher & strategist across all Navico brands // Oct 2018 - Jun2019

Navico is a global leader in maritime electronics. The company covers fishing equipment through the renowned brand Lowrance, sailing devices and equipment with B&G, cruising with Simrad and offers digital cartography solutions through the C-MAP brand.

What I did:

- Successfully supported global brands with various forms of copy – press release, web copy, ads, social
- Research & understanding of the complex C-MAP product families
- Wireframes & user journeys for the C-MAP website
- Successfully implemented a request-for-creative-work process across the company

Web writer for Splyt // Dec 2017 - Jan 2018

Splyt is a London-based mobility startup that aims at connecting global mobility offer and demand through a unique roaming platform. The company needed a website revamp to clearly and accurately represent a pretty convoluted business model.

What I did:

- Create engaging and relatable copy for a new B2B web experience

- Consult on user journeys & website interface

Technical copywriting & more

AIRBUS Helicopters // Mar 2012 - Dec 2014

One of the leading European helicopter manufacturers. I worked there as a development engineer.

My engineering responsibilities:

- Aeroacoustic numerical simulations of helicopter-induced noise.
- Aeroacoustic in-flight testing.
- Data post-processing, analysis and validation.

My communication responsibilities:

- Writing reports of experimental work.
- Writing assessments of tools and methods.
- Work package management: assuring a smooth correspondence with AIRBUS partners from academia.

Technische Universität München // Jan 2008 - Sept 2011

I was a PhD fellow at the Institute of Aerodynamics and Fluid Mechanics. The activity implied programming and numerical testing. I summed up my scientific work in a PhD thesis, journal-published articles and conferences (all available for reference).

Education

PhD Fellow

Jan 2008 - Sept 2011 // Institute of Aerodynamics and Fluid Mechanics, Technical University of Munich, Germany

Diploma Thesis

Oct 2006 - Jun 2007 // Institute of Flight Technology, University of Federal Armed Forces, Germany

Student

Oct 2002 - Jun 2007 // Aerospace Engineering Faculty, "Politehnica" University, Bucharest, Romania

Copywriting course

Jan - Jun 2017 // College of Media and Publishing

Journey Map Ops

Mar - May 2021 // This is doing

Languages – fluent in English & German, native Romanian.

More about me on www.oanapetrache.com