

Oana Petrache | UX writer & content designer

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What do airplanes and UX have in common?

I am a unicorn. Seriously. I have a firm foothold in tech and a way with words. I combine tech know-how and structured problem-solving from my days as an aerospace engineer with User Experience knowledge; sprinkle some storytelling on top, and bam! 🦄

What do I do? The industry calls it Content Design. I call it Narrative Build because it ... tells a better story. So I build narratives. I help products (apps, websites) strike the right balance between audience needs, business, product, marketing and SEO requirements.

Key skills

UX & Marketing copy • Content design • Storytelling • Journey mapping • Wireframing • Style guides • Copy audits
• Project & time management • UX design

Tools

Miro • Figma (or any of their cousins) • Jira

The Creative

UX writer & content strategist for Ford Pro™ // From Nov 2021

Ford Pro is the commercial vehicle part of Ford. I was hired as the first in-house UX writer. Three years later, I am responsible for developing, implementing and maintaining UX copy standards across all Ford Pro digital products — from apps to desktop tools. In addition to that, I shape the narrative and write copy for webpages.

What I am doing:

- UX copy for all Ford Pro products
- Audit copy and work towards a content style guide
- Write customer-facing emails
- Design & optimise content for various pages
- Manage internal projects such as launching a new micro-website, launch a new Ford sub-brand

Communications consultant at Eternity CLOUD // Nov 2021 - Mar 2022

Eternity CLOUD is one of the very first blockchain projects focused on privacy. It's a startup with the goal 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 needed.

What I did:

- Manage and help with the new website — research, user flows, copy
- Write internal and external pieces of communication — emails, job posts, social media
- Implement a working process for Marketing & Comms
- Consult on the rebranding process

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
- Deep-dive into the specific app in discussion
- 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

Cult Wines combines fine wine knowledge with 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 web pages, including 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:

- Created 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 - Jun 2019

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

The Geek

Development Engineer at 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.

PhD research fellow at 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 conference presentations (all available for reference).

Education

PhD Fellow // Jan 2008 - Sept 2011

Institute of Aerodynamics and Fluid Mechanics, Technical University of Munich, Germany

Thesis: "Investigating the shock-induced turbulent mixing by means of Implicit Large Eddy Simulations"

Copywriting course // Jan - Jun 2017 // College of Media and Publishing

Journey Map Ops course // Mar - May 2021 // This is doing

Languages – fluent in English & German, native Romanian.

Also I am currently working on my website www.oanapetrache.com