

Content Designer, 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 as the only content person for the website redesign for the regional markets (USA, Europe, Canada, Singapore & Hong Kong).

What I did:

- User research
 - Designed, deployed & analysed surveys that informed website strategy
 - Mapped audience needs against the website architecture (with a mind map)
 - Created user personas & jobs to be done to test the website structure
- UX & wireframes for web pages, including onboarding flows and user journeys, to support website content
- Service blueprinting for wine portfolio transfer to support website content
- Web copy for the North American, EMEA, Singapore & Hong Kong markets

Geek

Development Engineer at AIRBUS Helicopters // Mar 2012 - Dec 2014

I worked at AIRBUS Helicopters as a development engineer. I did Aeroacoustic numerical simulations of helicopter-induced noise, data processing and validation. My work informed decisions about moving certain products from development to production.

PhD research fellow at Technische Universität München // Jan 2008 - Sept 2011

PhD fellow at the Institute of Aerodynamics and Fluid Mechanics. I programmed and ran numerical simulations. My PhD thesis (available for reference): "Investigating the shock-induced turbulent mixing by means of Implicit Large Eddy Simulations" validates a numerical model for compressible turbulent mixing, wall-modeling, inflow data generation and shockwave-turbulent boundary layer interaction pattern.

Other

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

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

Fluent in English & German, beginner Italian, native Romanian.