

Oana Petrache | UX writer & content designer

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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!

You can put me down for 2 things:

1. Content Design, or so the industry calls it. I prefer Narrative Build because it ... tells a better story. So help products (apps, websites) strike the right balance between audience needs, business, product and marketing.
2. UX Writing. Which it still has something to do with telling a story, but within a product. I write and define the standard for the small bits of copy that help the user complete any task they are set out to do.

What I do

Webcopy • UX copy • Strategy • User research • User journeys • Service mapping • Low-fi wireframing • Localisation • Governance

What tools I use

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

Creative

UX Writer & Content Designer for Ford Pro™ // From Nov 2021

Ford Pro is the commercial vehicle part of Ford.

Task: As a first in-house UX writer, I am responsible for single-handedly 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.

Achievements:

- Audit copy & build a content style guide that aligns UX copy standards across platforms and tools
- Develop & implement a process for UX copy that decreased delivery time from weeks to days
- Develop & implement a localisation process with Lokalise to account for copy management and day turnarounds for copy edits
- Designed the content for the first Electrification Hub in Ford Europe (20% of users reaching bottom page and 40% click through to commercial vehicle pages)
- Manage internal projects (launching a new micro-website, launch a new Ford sub-brand) to contribute to the internal Ford culture of learning and self development

Content Designer for Cooperativa de Energie // Apr - Dec 2021

Cooperativa is a Romanian startup focused on green energy, grass-root movement and transparency.

Tasks: To create a website that tells the right story for its audience, convinces users to invest, join, or switch from other energy providers to Cooperativa de Energie.

Achievements: The company was able to attract investors and consumers, and reach the sum targeted in the first crowdfunding round; the company is still active today.

- Developed the first personas through research (i.e. surveys and mapping user needs)
- Developed user flows (onboarding, investing, informing) and wireframes to cater to user needs
- Provided web copy

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.

Task: I was hired as the only content person for the website redesign for the regional markets (USA, Europe, Canada, Singapore & Hong Kong).

Achievements: Through an elaborate discovery, I identified the true needs of this project. This shaped how the business approached the markets outside of the UK.

- User research
 - Designed, deployed & analysed surveys that informed website strategy
 - First time mapping 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.