

Petra Rabely, BA

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Professional Summary

Freelance digital product designer and enthusiast with a can-do attitude and an outstanding work ethic. Years of experience in relevant fields with transferable skills. Hands-on learner and problem solver, oftentimes through unconventional ways.

Work Experience

Freelance Digital Product Designer, London, UK

07/2020 – current

Working with clients across multiple industries (education, fintech, femtech and e-commerce) on both native as well as mobile and desktop products.

Junior Marketing Designer at MOBKOI, London, UK

09/2020 – 03/2021

The company's first marketing designer. Building brand guidelines and documents to support the sales and higher exec team.

Design and Content Lead at The Lowdown, London, UK

06/2020 – current

The Lowdown's design lead and editor of 'The Sunday Stories - My Contraceptive Journey'.

Key Achievements:

- Product design for and involvement in the development of the new 'Pill Switcher' app
- Planning and implementing a strategy for the blog
- Designing a new product on the website to allow people to share their contraception story.

Junior Publishing Executive at MOBKOI, London, UK

09/2018 – 09/2020

Campaign management and monitoring, media planning and buying with side projects of being responsible for all MOBKOI's social media accounts and the monthly internal publishing newsletter.

Key Achievements:

- Help further build the DE/CH mobile advertising landscape & portfolio
- Building MOBKOI's social media presence
- Establishing the new monthly internal publishing newsletter.

Communication and Government Affairs Intern at Siemens, Vienna, AT

07/2018 – 08/2018

Internal and external communication internship with a focus on social media and online B2B communication.

Key Achievements:

- Finding and implementing a community management solution on kununu.com
- Implementing a project to better Siemens' recruiting image
- Becoming a part of Siemens' talent pool for accomplished interns.

Other Achievements

- Peer-to-peer mentor for **Women in Innovation (WIN)**
- Volunteer networking events facilitator for **FemTech Collective**

Education

BA Journalism and Communication Studies, University of Vienna, AT

2014 –2018

Multimedia, Advertising, Communication Research

Extension curricula: Global Corporate Management, Sociology, Media Aesthetics

UX Design Course & UX Design Theory Course at Udemy

Graphic Design Bootcamp at Udemy

Software Skills & Languages

UX/UI, Adobe XD, Figma, InVision, Adobe CC, Microsoft Office

English (C2), German (C2), Slovak (C2), Hungarian (B1), Czech (B1)