

Candidate Profile



Karoline Mrazek

is running for the position of secretary and substitute delegate.

Academic background:

I'm a translator by training. I graduated from Vienna University in 1996. This is where I learned the significance of context for the interpretation, understanding, and preparation of information. Before that, I finished the total of 12 years of primary and secondary education, graduating from middle school with the Austrian Matura. After my initial on-the-job learning of user documentation in the classical sense, I pursued a variety of online courses, both broadening and deepening my understanding of information design and structure. In the early 2020s, I added a UX Management certification at one of Vienna's Universities of Applied Science, FH Technikum Wien Academy.

Professional career:

I've been working in IT since shortly after I graduated from Vienna University with a Master's degree. My first documentation job, after a brief fling with transport organisation for a freight forwarder, was in the banking sector. For over three years, I created the user, technical, and marketing documentation for a securities matching and management software. I went independent in 2000 and have been working self-employed ever since. My services still revolve around documentation in a broader sense, now with a clear focus on user experience, including UX writing, UX management, user requirements, and user-centricity in information and user content creation.

Professional experience in technical communication:

My technical communication projects and skills include the creation of a variety of user-centric documents and media, ranging from marketing-oriented product presentations to technical process descriptions, and installation and user manuals. Content creation, these days, is mainly topic-focused or even provided in the form of microcopy. My traditional focus and main work environment are software systems and applications, both in a b2b and b2c context. Although user documentation has always been where my heart is, my professional activities have shifted mainly to UX writing and the creation of meaningful microcopy. Given the shrinking attention span and the significant decline in reading abilities among the general population, UI copy creation means simplification, sometimes even oversimplification, in most software environments, especially in the b2c sector. In all my projects, team orientation is high on the agenda. Cross-team involvement is one of the key drivers of project success and a crucial foundation for consistent, user-centric information design.

Goals for my role as treasurer:

My goal for tekomp Österreich is to give back. I have been a mostly passive member, benefiting from the immense efforts of tekomp Europe and tekomp Österreich to provide the members with updated, state-of-the-art information, advance the field of technical communication, and create and design standards, methods, and services. It's time for me to get involved and dedicate some of my time and efforts to support this organisation and its members, and thus help advance it further. I intend to contribute my personal expertise in user experience management and writing to strengthen this aspect in content creation. I'll use my personal connections to raise awareness of the field of technical communication beyond its immediate domain and foster cross-industry relationships. My goal is to strengthen the presence of tekomp and the role of technical communicators in the software industry, bridging the gap between technical documentation, product management, design, UX, and development. The position of Secretary appeals to me, because the secretarial work in essence combines the best of both worlds, documentation and communication.