



**MONIKA LOUISE BRO HØY**

[monikaalbh@gmail.com](mailto:monikaalbh@gmail.com)

+49 1522 6079017

[linkedin.com/monikahoe](https://linkedin.com/monikahoe)

## **ABOUT ME**

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My passion is creating content that makes a difference and creates great user experiences.

I write accessible content based on science, user data and perspectives.

## **EDUCATION**

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### **UX Design - Online course**

Glasgow Caledonian University  
2019 – 2020

### **MSc in Social Sciences**

Spatial Designs and Society from Roskilde University  
2015 – 2018

### **BA of Arts**

European Ethnology from Copenhagen University 2010 – 2013

## **I WORK IN**

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Microsoft Office  
Asana  
Figma  
CMS's

## **LANGUAGES**

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Native Danish  
Fluent in English  
Good proficiency in German  
Basic proficiency in Norwegian and Swedish

## **WORK EXPERIENCE**

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### **Content Researcher at Equalista (freelance)**

July 2020 –

Equalista is a startup, building the first gender equality learning app. I plan and create the content for the app in a small team. This entails thorough content research, copywriting and –editing, in a fast-paced and agile startup environment. I write bite sized content with the user in mind to create great, educational and accessible user journeys, that align with our brand tone of voice.

### **Content Manager at Wunder Media GmbH**

June 2019 – July 2020

I was part of the Microsoft News Berlin Hub. I curated, wrote and optimized content for Microsoft News Denmark. In this fast-paced, international environment I analysed data and optimized the site according to standards and the brand voice.

### **Project Employee at Copenhagen Municipality**

October 2018 – March 2019

I was co-responsible for planning and executing a project to improve city life. I represented the voice of the user, planned and conducted interviews, surveys, observations and workshops with users and stakeholders. The end result was new solutions to improve public life through design.

### **Consultant Intern at NIRAS**

February 2017 – July 2017

I assisted the anthropological and sociological team in planning and conducting ethnographic research to understand user behaviors and interpreting findings into valuable design solutions. Projects included school designs, design of public spaces and project designs.

### **Other Work Experiences**

August 2018

Voluntary User Researcher for a project by CoUrban Design Collective to improve use of Bispeengbuen in Copenhagen