

# MONICA HOWE

## Content Designer / UX Writer

- 20+ years of experience crafting digital content
- Well versed in UX/UI tools and user-centered design practices
- Background in visual design and marketing communications

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-  323-251-6508
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## SKILLS

Accessibility • Auditing • Content Strategy • Copywriting + Editing • Information Architecture • Localization • Style Guide Creation • User Research • UX/UI Design • UX Writing

- Wireframing + Prototyping

## TOOLS

Adobe Creative Suite • Azure DevOps • Figma • HTML • JIRA • Miro • Monday • Sitecore • Sketch • Trello • UserTesting.com • Veeva • Wordpress

## EDUCATION

### UX Writing

**UX Writers Collective**  
Certificate • 2020

Online course in UX writing fundamentals, led by experts from Google, Amazon, and Intuit

### UX + UI Design

**CareerFoundry**  
Certificate • 2020

Intensive 6-month training in user research, wireframing, prototyping, and interaction design

### Photography + Fine Art

**ArtCenter College of Design**  
BFA • 2000

Conservatory-style education in commercial design, art theory, traditional and digital techniques

## EXPERIENCE

### Meta

**Content Designer, WhatsApp** Remote • Aug 2022–present

- Craft clear, useful content for a friction-free user experience
- Collaborate with cross-functional teams to design strategies for product growth and cost savings
- Cofounded the WhatsApp Content Standards Council to formalize, document and socialize content practices

### Exact Sciences

**CDX Content Strategist** Remote • Mar–Aug 2022

- Content lead on enterprise digital products, including content strategy, IA design, copywriting, and editing
- Managing content publishing plan for experience design team

**Digital UX Writer** Remote • Jan 2021–Mar 2022

- Project lead for product-specific strategies, including multi-user flow design, wireframing, UX writing, and testing
- Created product-specific content style guide and collaborating on new enterprise-wide styles and standards

### Insomniac Events

**Creative Content Specialist** Los Angeles, CA • 2014–20

- UX writer and content strategist for 30+ product websites
- Developed the Insomniac brand and writing style guide
- Collaborated across teams to redesign Insomniac.com and website templates for affiliated brands

### Machinima

**Communications Specialist** Los Angeles, CA • 2012–14

- UX writer and content manager for customer-facing digital platforms, including web, email, and social networks
- Developed Machinima Content Rating System and SEO Best Practices, improving the operations of more than 5,000 partners worldwide

### Coalition for Clean Air

**Communications & Design Manager** Los Angeles, CA • 2008–12

- Helmed outreach efforts in clean air education and behavior change
- Drove communication and design initiatives, increasing brand awareness and engagement among community stakeholders