



MONICA HOWE

Senior Content Designer

PROFESSIONAL SUMMARY

Senior Content Designer with **15+ years of experience** scaling global product ecosystems and AI-integrated design workflows. Expert at navigating ambiguity to define foundational nomenclature and mental models for products at massive scale. Proven track record of securing executive alignment on complex content strategies and transforming fragmented features into cohesive user experiences.

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-  Los Angeles, CA
Open to relocation

CORE SKILLS

Content design & strategy: Systems thinking, global nomenclature, information architecture (IA), taxonomy, zero-to-one product development, iterative product improvement

Leadership: Stakeholder management, securing high-level alignment, driving cross-functional content standards

AI-native operations: Training LLM agents for content quality audits, AI-driven research and strategy, using internal AI tools for shipping codebase diffs

Technical: Figma, Claude Code, Cursor, VS Code, Android Studio, Xcode

PROFESSIONAL EXPERIENCE

Meta (WhatsApp)
Sr. Content Designer, Growth
Aug 2022 - Present

- **Product evolution & growth:** Architected foundational content strategy and nomenclature for multi-account features, currently used by 44M daily active users.
- **Zero-to-one development:** Defined user mental models and nomenclature for the WhatsApp guest experience, enabling seamless entry points for new global users.
- **Executive alignment:** Present complex product ideas to top-level executives to secure alignment on high-priority growth initiatives.
- **Global systems leadership:** Serve as Terminology Lead for WhatsApp, optimizing internal glossaries to drive global translation accuracy and AI-driven content QA.
- **AI-native workflow:** Train LLM agents to automate content quality improvements and use AI tooling for research, analysis, and shipping diffs across the codebase.

Exact Sciences
UX Content Strategist
Jan 2021 - Aug 2022

- **Foundational systems design:** Spearheaded content strategy for the company's first-ever mobile app and established IA standards for a new suite of digital health products.
- **Strategic health literacy:** Translated complex clinical data and research insights into cohesive narratives to improve accessibility for underserved populations.
- **Design leadership:** Drove content design within a high-velocity team, navigating complex regulatory parameters to ensure product clarity.

Insomniac Events
Creative Content Specialist
Apr 2014 - May 2020

- **Brand ecosystem management:** Served as lead UX writer and strategist for a portfolio of 30+ product websites, ensuring a cohesive voice across all digital properties.
- **Style systems:** Authored the internal brand and writing style guide, providing a foundational blueprint for all internal and external product communications.

Machinima
Communications Specialist
Sep 2012 - Mar 2014

- **Global standards:** Authored the Machinima Content Rating System and SEO best practices to optimize performance for 5K+ creators on a global multi-channel network.
- **Multimedia strategy:** Managed end-to-end communication strategy and content creation for a global fanbase across multiple digital platforms.

EDUCATION

- **Conversation Design for Chatbots** (in progress) | UX Content Collective
- **UX Writing Certification** | UX Writers Collective
- **UX + UI Design Certification** | CareerFoundry
- **BFA, Photography + Fine Art** | ArtCenter College of Design