

## Hi my name is Ulrik Hogrebe. I am a Creative Director and UX designer

### Creative Director, BBC News

May 2014 – Present

Responsible for the core BBC News UK site and the 28 World Service language sites.

- Launched all 28 World Service sites to responsive.
- Launched the UK site to responsive.
- Launched our linked data strategy and proposition.
- Evolved BBC News' brand and visual language.
- Evolved BBC News' strategy, working closely with Editorial and Product.
- Work using a combination of agile and sprint 0 approaches.
- Lead a team of 8 designers in their day-to-day.

### Senior Designer, BBC News

June 2013 – May 2014

I worked as Design Lead spearheading a linked data approach to several of BBC News' core offerings, while crafting the internal tools to support them.

- Designed the first Linked Data offering for the BBC's local news coverage.
- Designed a new CMS for BBC News and Sport.
- Designed a new CMS for video tagging.
- Led a team of 2-3 designers.

### Faculty, Copenhagen Institute of Interaction Design

March 2014 – Ongoing

I run a two week intensive course in interaction design and graphical user interfaces at CIID. The class focuses on an user centred design approach to services and products, and covers user needs, designing with content, prototyping and UI best practices. CIID was proclaimed as the second-best design school in Europe by Business Insider in 2014.

### Senior Designer, BBC Future Media UX&D

December 2010 – June 2013

As part of the Personalisation and Social Platform team, I worked across the BBC's product portfolio, ensuring consistency and coherence in interaction patterns and strategy for the BBC's venture in to personalisation.

- Design Lead on BBC Me - a consistent set of personalised patterns from conception to launch.
- Worked extensively with stakeholders from all parts of the BBC's product portfolio.
- Led on the redesign of iVote, the BBC's own voting system.
- Led a team of 1-2 designers in their day-to-day.
- Founded the BBC Prototyping Working Group to further a 'Build to Think' mentality at the BBC.

### Cofounder, Wiggle

January 2012 – January 2013

Wiggle was a simple and effective, responsive B2B wholesale solution for the fashion industry, built by myself and a small team of 4 colleagues. Wiggle was sunset due to increased competition in 2013.

- Conceived and designed a working alpha in 3 months.
- Set art direction on look and feel.
- Created flows and journeys for complex transactions.
- Created our business case and overall strategy.
- Onboarded 5-7 test clients with good results.

### Design Strategist, e-Types

February 2006 – December 2010

e-Types is a leading Copenhagen based strategic design firm. I developed client values, set strategic direction and developed communication strategies.

- Worked on strategy and brand direction for private, cultural and public sector clients.
- Wireframed and crafted user flows for several large clients.
- Led numerous workshops and research programmes.
- Project managed projects for a number of different clients.
- Won a bronze Creative Circle award for best corporate identity for Mads Nørgaard CPH.

### Intern, Troika

September 2008 – January 2009

Interned with the art and design studio Troika in London, trying my hand at everything from prototyping to PR.

## Education

Diploma, Copenhagen Institute of Interaction Design  
2009 - 2010

CIID sits at the juxtaposition between Service design, technology and interaction design and teaches students a hands-on, UCD approach to design.

MA in Visual Culture, University of Copenhagen  
2007 - pending

Thesis on hold while I pursue other opportunities.

Visual Culture is a theory-based Masters course in post 19<sup>th</sup> century art and culture.

BSc, Communications and Business Strategy, CBS  
2003-2006

Attended at Copenhagen Business School. Final thesis on Innovation in Creative Businesses. Exchange semester at London Metropolitan University studying Strategic Management & PR (Dept. Business & Service Sector management) and Post Modernism, Modernism and Beyond (Goldsmiths, Inst. Art, Media & Design).

## Software & code

Adobe Illustrator, Photoshop, inDesign, keynote.  
Struggling but progressing: HTML, CSS, Javascript.

## Awards & Miscellaneous

Online Media Awards, Best National/World News site  
2015

BBC News Online

Webby Honoree, Best News Website  
2015

BBC News Online / responsive website.

Editor, Touchpoint Magazine  
2015

Currently acting as editor for the in-house service design issue of Touchpoint Magazine - the Service Design Network's trade magazine.

Speaker & teacher, SCNU  
Shanghai 2014

I was invited to teach a hands-on Introduction to UX course at South China Normal University.

Mentor, Copenhagen University  
2013 - 2014

I advised MA students on how to develop their skills and progress their careers. I have since gone on to mentor privately.

Jury, D&AD Student Awards  
London 2013

Set the Digital brief for the Student Awards, and judged the resulting entries.

Bronze Creative Circle Award  
Copenhagen 2008

Best Corporate Identity, Mads Nørgaard CPH.

New Media Awards,  
Copenhagen 2010

Included in the "Young and upcoming" shortlist for Danish digital pioneers.

## Press

My work has been featured in various magazines and write-ups across the web, including Dezeen, Designboom, Monocle, PSFK, Neural.it, Creativeapplications.com and Wired.