

# Hi my name is Ulrik Hogrebe. This is my C.V.

## If you like what you see, go to [www.ulrikhogrebe.com](http://www.ulrikhogrebe.com) for examples of my work.

## Work

### Senior Designer, Future Media UX&D, BBC December 2010 - to date

As part of a smaller team in UX&D I work across BBC Online's different product portfolios, ensuring consistency and coherence in user experience, interaction patterns and strategic direction.

I have worked towards developing and implementing strategic direction for BBC Online, championing a move from a One-size fits all broadcaster model to a personalized and highly interactive digital first and user-centric approach.

Currently I am developing a suite of interactive and personalized experiences that span across BBC Online, liaising between tech and design teams as well as product and editorial owners - understanding requirements and designing a unified framework and direction for this work.

Finally I have championed and implemented new collaborative ways of working internally and am exploring the potential of a more rapid prototyping approach to design and development.

### Design Strategist, e-Types February 2006 - December 2010

e-Types is a leading Copenhagen based strategic design firm. I worked with conceptual and strategic development, unearthing client values, visions and missions, creating clear-cut concepts that serve as stepping-stones for the development of strong brands and visual identities.

During the course of my employment I have gained experience with public, private, fashion and cultural sector branding, city planning, branded environments, web 2.0, innovation and strategy. I have lead numerous strategy and design workshops, as well as designed and conducted a wide array of research programmes involving user-centric, qualitative approaches.

Select clients: Medilabel Safety System , Mads Nørgaard, Bodil Binner Jewelry, Region H, Royal Theatre, Danish Radio's SKUM community, Danish National Police.

Winning team, Bronze Creative Circle Award for Best Corporate Identity 2008.

[www.e-types.com](http://www.e-types.com)

### Intern, Troika September 2008- January 2009

Troika is a multidisciplinary art- and design practice producing a wide variety of output: from printed matter to product design and custom art installations. During the course of my internship I developed, planned and managed proposals for a number of clients, including one dot zero motion film festival and the British Pavilion for Shanghai World Expo in collaboration with Thomas Heatherwick Studios. Duties included concept development, light prototyping, project management as well as administrative and PR duties.

[www.troika.uk.com](http://www.troika.uk.com)

## Education

### Graduate from Copenhagen Institute of Interaction Design 2009 - 2010

CID sits at the juxtaposition between Service, technology and interaction design.

### MA in Visual Culture 2007 - pending

Copenhagen University. Thesis on hold while I pursue other opportunities. Main focus of study; art, digital experience and design, innovation, cultural and visual studies.

### BSc, HA-Kom - Communications and Business Strategy 2003-2006

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) + Postmodernism, Modernism and Beyond (Inst. Art, Media & Design).

### High School, Humanities Line 1996-1999

Bagsværd Boarding School

## Other & Pro bono

### Strategist / pro bono advisor

I occasionally accept pro bono work where I advise young start-ups on strategy, communications and branding. Through the years I have worked with everything from creative collective ArtRebels to cultural upstarts Theory & Practice.

### Project Manager and Concept Developer, Penguin Army

Penguin Army is a small NGO focused on empowering young people to do their bit for the environment. I typically work on larger scale projects e.g. the Penguin Army contributions to the Climate Pavilions at Roskilde Festival 2008 and 2009. Penguin Army was nominated as an INDEX 2009 finalist.

### initiator, DJ & Promoter, "WU" Parties CPH/LDN 2006-2007

Events held in London and Copenhagen.

## Skills

### Computer & Language

Knowledge of Adobe Illustrator, Photoshop, InDesign and Flash.  
Office & iLife suite  
Some experience with Processing, Arduino and Max MSP

Native speaker Danish and English, on account of International Schools in Bangladesh, Tanzania and Mozambique.

## Contact

t. +44 (0) 7707 677 118  
e. [ulrikhogrebe@gmail.com](mailto:ulrikhogrebe@gmail.com)  
w. [www.ulrikhogrebe.com](http://www.ulrikhogrebe.com)