

# ARIEL VAN SPRONSEN

## CONTENT DESIGN AND STRATEGY

### ABOUT

I'm a content professional who cares deeply about the user experience. My mission is to delight people who use digital products by making information clear and useful. My superpower is seeing all the details and designing for harmony among them.

### EXPERIENCE

#### SENIOR CONTENT DESIGNER II

*HubSpot, Seattle WA (remote) | Jan 2022 - July 2024*

I led the charge to include content guidelines in HubSpot's new design system, impacting strategy, framework, and guideline development. Prior work on CMS Hub increased CSAT on the domain set up flow by 22%.

#### SENIOR CONTENT DESIGNER

*Expedia Group, Seattle WA | Mar 2021 - Jan 2022*

I led and evangelized content strategy, design, and UX writing for partner coaching and performance on Expedia Group's B2B website.

#### HAIRSTYLIST

*Boom Swagger Salon, Missoula MT | Aug 2018 - Jan 2021*

My strong aesthetic sense and attention to detail played out in real-life cuts and color that were creative, balanced, and precise without being fussy.

#### CONTENT AND UX DESIGNER

*Freelance, Seattle WA & Missoula MT | Dec 2009 - Aug 2016*

I worked with clients to create elegant user interactions and solve big content challenges. Clients included Nike, Motorola, and Intuit.

#### CONTENT STRATEGIST

*POP, Seattle WA | 2010*

As one of the first content strategists at POP, I integrated content-focused practices into the existing design and development process.

#### USER EXPERIENCE ARCHITECT

*ZAAZ, Seattle WA | Sep 2007 - Dec 2009*

At this busy agency I worked on a wide variety of projects and initiated its first content strategy practice. Activities ranged from fast, focused single-interaction improvements to ongoing digital strategy.

### EDUCATION

#### MS TECHNICAL COMMUNICATION

*University of Washington, Seattle WA  
2005-2007*

#### BA URBAN STUDIES

*Vassar College, Poughkeepsie NY  
1992-1996*

### CONTACT

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### PORTFOLIO

www.arielvanspronsen.com

### SKILLS

- Design Systems
- Content Design
- Content Strategy
- User Research
- User Experience Design
- User Experience Writing

### CERTIFICATIONS

- **Mastering Design Systems in Figma**  
UX Content Collective, 2024
- **Storytelling and Content Strategy**  
University of Washington, 2021
- **Certified UX Writer**  
UX Writers Collective, 2020
- **Introduction to Content Design**  
Government Digital Service (UK), 2020
- **The Complete Figma Course**  
Udemy, 2020
- **Google Analytics**  
Google Analytics Academy, 2020
- **User Centered Design**  
University of Washington, 2007
- **Information Architecture Institute**  
University of Washington, 2006

### TOOLS

- Airtable
- Analytics tools
- Figjam
- Figma
- GitHub
- Google apps
- Lucidchart
- Jira
- Miro
- Microsoft apps
- Notion
- Team workspace apps
- Trello