

# ARIEL VAN SPRONSEN

## CONTENT STRATEGY AND DESIGN

### ABOUT

I'm a content professional who cares deeply about harmony in user experiences. My mission is to support cognition and create delight for people who use products by making information clear and useful.

### EXPERIENCE

#### SENIOR CONTENT DESIGNER II, DESIGN SYSTEMS

*HubSpot, Seattle WA (remote) | Jan 2021 - July 2024*

I led the charge to include content guidelines in HubSpot's new design system. Impacts included:

- Strategy and foundational frameworks for components and patterns
- Contextual inquiry research to determine internal user content needs
- Taxonomy, terminology, naming, and information architecture
- Guideline information design, writing, and production

Prior work on CMS Hub increased CSAT on the domain set up flow by 22%.

#### SENIOR CONTENT DESIGNER, CONTENT HUB

*Expedia Group, Seattle WA | Mar 2020 - Jan 2021*

I worked to improve content strategy and structures, taxonomies and controlled vocabularies, and UX writing for Expedia Group's partner-facing B2B website. Projects focused on partner coaching and performance.

#### 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 developed a robust set of skills whose impacts ranged from fast, single-interaction improvements to ongoing digital strategy. I also advocated for and built its first content practice.

### 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](http://www.arielvanspronsen.com)

### SKILLS

- Content Design
- Content Strategy
- Design Systems
- Information Architecture
- Information Design
- Taxonomy and terminology
- User Research
- User Experience Writing

### CERTIFICATIONS

- **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
- **Essential Airtable**  
Udemy, 2020
- **Google Analytics**  
Google Analytics Academy, 2020
- **User Centered Design**  
University of Washington, 2007
- **Information Architecture Institute**  
University of Washington, 2006

### TOOLS

- Adobe apps (Photoshop, Illustrator, etc.)
- Analytics tools (Google, Hotjar, etc.)
- Collaboration tools (Figjam, Miro, etc.)
- Figma
- Google Drive apps
- Microsoft One apps
- Notion
- Project tracking tools (GitHub, Jira, etc.)
- Team workspaces (Confluence, etc.)