ARIEL VAN SPRONSEN
CONTENT STRATEGY, DESIGN, AND UX WRITING

ABOUT

I leverage my deep knowledge in writing, UX design, research, and strategy to design clear, context-aware interface language. My systems mindset finds expression in building foundational frameworks to support the design process.

EXPERIENCE

SENIOR CONTENT DESIGNER (CONTRACT)
SoFi, San Francisco, CA (remote) | January 2026 - present

I was brought on to audit and rewrite transactional communications to reflect changes in SoFi's Plus banking offering, considering the user journey and priorities. Additional work includes help center articles and overall content guidelines.

PRINCIPAL CONTENT DESIGNER
Ariel van Spronsen Consulting | July 2024 - present

I work with businesses both small and large to research, define, and strategize content solutions. Recent clients include Nashville CARES, an HIV+ support organization, and Costco Wholesale.

SENIOR CONTENT DESIGNER II
HubSpot, Cambridge, MA (remote)| Jan 2022 - July 2024

I advocated for, built, and and grew the program to include content guidelines in HubSpot's new design system. My work impacted strategy, frameworks, and guideline development. Previous product work on the domain set up flow increased CSAT 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 across complex platforms on Expedia Group's B2B partner portal.

CONTENT STRATEGIST
Freelance, Seattle WA & Missoula MT

I worked with clients like Nike, Motorola, and Intuit to solve big content challenges through thoughtful strategy, targeted design, and context-specific writing.

EDUCATION

MS TECHNICAL COMMUNICATION
University of Washington, Seattle WA

BA URBAN STUDIES
Vassar College, Poughkeepsie NY

CONTACT

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PORTFOLIO

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CERTIFICATIONS

- Mastering Design Systems in Figma
  UX Content Collective
- UserZoom Core Certification
  UserZoom
- Storytelling and Content Strategy
  University of Washington
- Certified UX Writer
  UX Writers Collective
- Introduction to Content Design
  Government Digital Service (UK)
- The Complete Figma Course
  Udemy
- Google Analytics
  Google Analytics Academy
- User-Centered Design
  University of Washington
- Information Architecture Institute
  University of Washington

THOUGHT LEADERSHIP

Panelist, Design Systems Leadership
Into Design Systems meetup Seattle

Co-Organizer and Speaker
Content Strategy Seattle

When Product Design Meets Content Design, Customers Win
HubSpot Product Blog

Don't call it a comeback: Coming home to content design after a career hiatus
Medium