

ARIEL VAN SPRONSEN

UX CONTENT DESIGNER

ABOUT

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

EXPERIENCE

SENIOR CONTENT DESIGNER

HubSpot, Seattle WA (remote) | Jan 2022 - present

As the primary content designer for the CMS I improved the domain set up flow, increasing CSAT by 22%. I also contributed a system of content patterns and components to support scalable editor platform adoption.

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 STRATEGIST 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.

SENIOR 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

arielv@gmail.com
206-303-8187
@arielvansprons

PORTFOLIO

www.arielvanspronsen.com

SKILLS

- Content Design
- Content Strategy
- User Research
- User Experience Design
- 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 for Beginners**
Google Analytics Academy, 2020
- **User Centered Design**
University of Washington, 2007
- **Information Architecture Institute**
University of Washington, 2006

TOOLS

- Airtable
- Confluence
- Figma and Figjam
- Google Analytics
- Google Docs
- Google Sheets
- Lucidchart
- Jira
- Miro
- MS Excel
- MS Word
- Notion
- Trello