

ARIEL VAN SPRONSEN

CONTENT STRATEGY, DESIGN, AND UX WRITING

ABOUT

My mission is to create clear and delightful information pathways for people who use digital products. I apply design and systems thinking to language to craft experiences that balance business and user needs harmoniously.

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