

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 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
- 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

Panelist, Real talk: Burnout, imposter syndrome, and taking time for the soul
[Perspectives 2022 Conference](#)

[Don't call it a comeback: Coming home to content design after a career hiatus](#)
Medium