ARIEL VAN SPRONSEN

UX CONTENT DESIGNER

ABOUT

I'm a user experience professional who cares deeply about content and advocates for a content-early design process. 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

HAIRSTYLIST

Boom Swagger Salon, Missoula MT | Aug 2018 - present

My strong aesthetic sense and attention to detail play out in real-life cuts and color that are 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

I integrated content strategy practices into the existing design and development process.

USER EXPERIENCE ARCHITECT

ZAAZ, Seattle WA | Sept 2007 - Dec 2009

At this busy agency I worked on a wide variety of projects and initiated the first content strategy practice. Activities ranged from fast, focused single-interaction improvements to ongoing digital strategy.

INSTRUCTIONAL DESIGNER AND CONTENT EDITOR

Academy of Art University, San Francisco CA | Oct 2001 - Sept 2005

I worked closely with subject matter experts to develop content, providing editorial insight, designing information architectures, and producing and testing HTML pages to be consumed by the learning management system.

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
- Usability Testing
- User Experience Design
- User Experience Writing

CERTIFICATIONS

- **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
- Figma
- Google Analytics
- Google Docs
- Google Sheets
- Lucidchart
- Miro
- MS Excel
- MS Word
- OmniGraffle
- Trello