Aaron Hausman

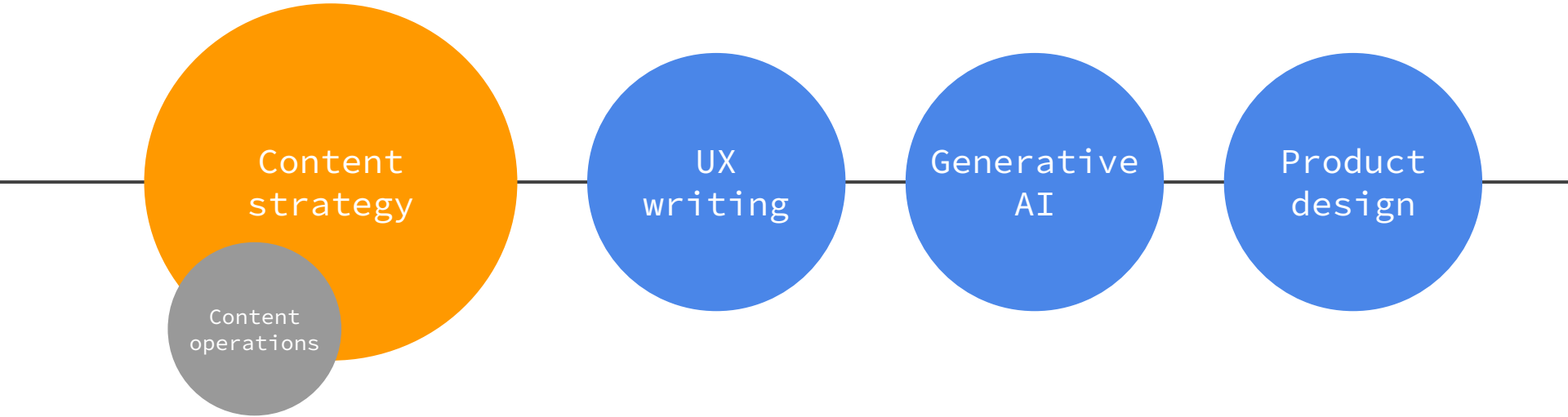
Content Strategist

About me

You know how websites and apps can be confusing? I help untangle the words and structure things in a way that holds up over time, by thinking through the underlying complexity.

Lately a lot of that work has involved generative AI — including hands-on integration of AI into editorial workflows, and an AI-powered consumer product of my own. 20+ years across Fortune 500 brands. Certifications in Generative AI, Conversational Design, and UX Writing.

Skills & expertise



THE QUAD

College Finder

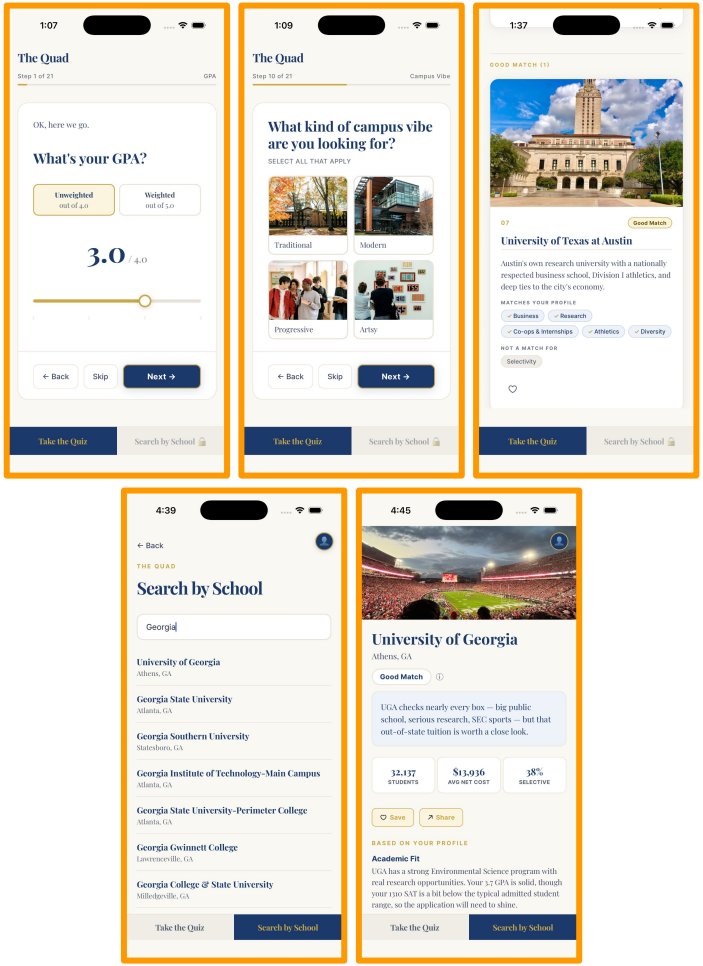
FEB-JUL 2026

The Quad

Problem:

From 2012-2021, I worked on a lot of higher ed websites. And I thought about the questions prospective students and their parents really have. But most higher ed websites focus on stakeholder audiences and needs that don't really enable the college selection process.

(Plus, I have my kids' own college decisions approaching.)



https://sqhldigital.com/thequad/

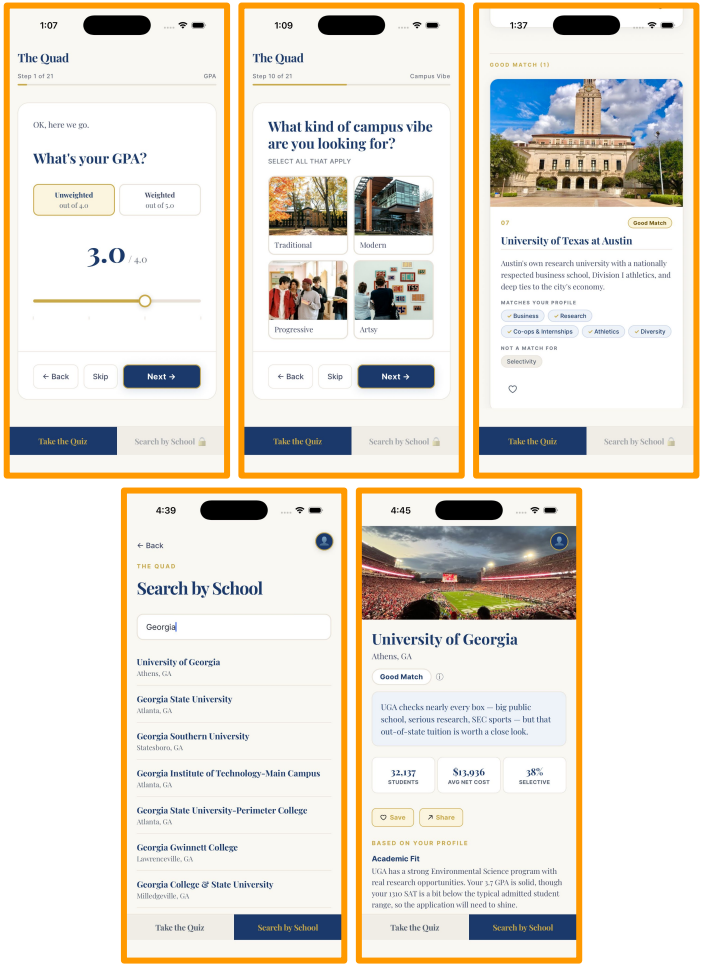
The Quad

Solution:

I single-handedly built an AI-powered, consumer-facing mobile app that helps prospective college students select schools that match their interests.

My role:

Ideation, market research, planning, project management, IA, UX, user flows, development, API integrations, user testing, marketing, legal, accessibility



https://sqhldigital.com/thequad/

The Quad

Actions:

- Managed all phases of production: content, UX, IA, design, coding, publication, etc.
- Integrated with existing APIs: College Scorecard, Google Places
- Incorporated AI technology (Claude Code), fine-tuning and improving outputs incrementally through advanced prompt design.
- Handled all non-content related aspects of the project: business development, legal review, Apple Store and Google Play requirements, and marketing.
- Ongoing maintenance: tracking analytics and performance, collecting user feedback, updating and re-publishing as necessary.

https://sqhldigital.com/thequad/

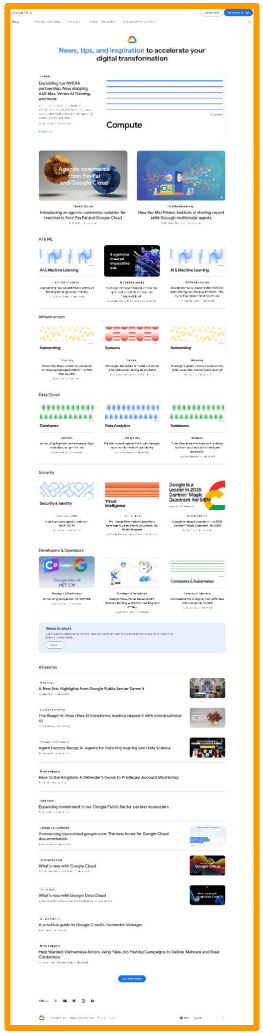
GOOGLE

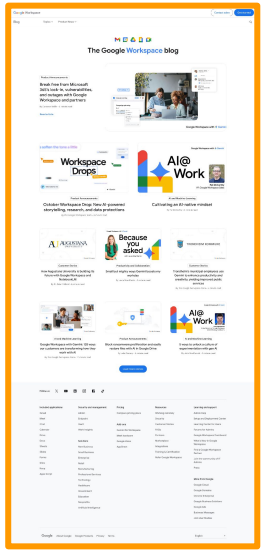
SEPT-OCT 2025

Google

Problem:

Google has plans to upgrade their blog technology. But traffic and engagement are very low, raising questions about how blogs can remain relevant in the era of AI search.





https://cloud.google.com/blog
https://workspace.google.com/blog/

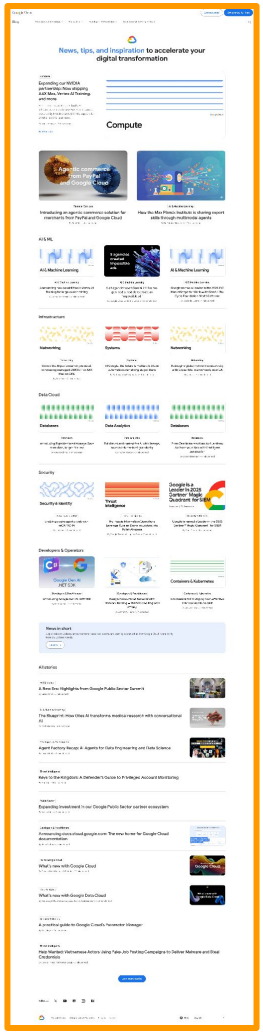
Google

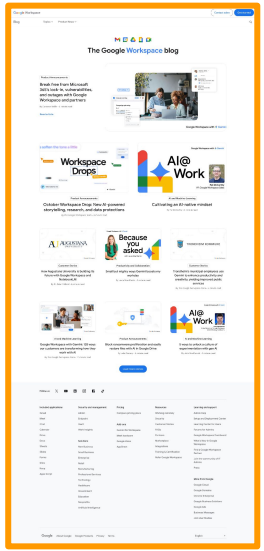
Solution:

Audit AI tools and technology, laying the groundwork to future-proof the blogs. All findings must be coordinated with cross-disciplinary research.

My role:

AI audit, IA, taxonomy, client presentation





https://cloud.google.com/blog
https://workspace.google.com/blog/

Google

Actions:

- Conducted an audit of existing AI technology, as well as future implementations, and the implications of GEO (Generative Engine Optimization).
- Combined these findings with additional audits - SEO & analytics, content, competitors & peers, and technology - to build a client-facing discovery doc.
- Presented findings to Google stakeholders.

https://cloud.google.com/blog
https://workspace.google.com/blog/

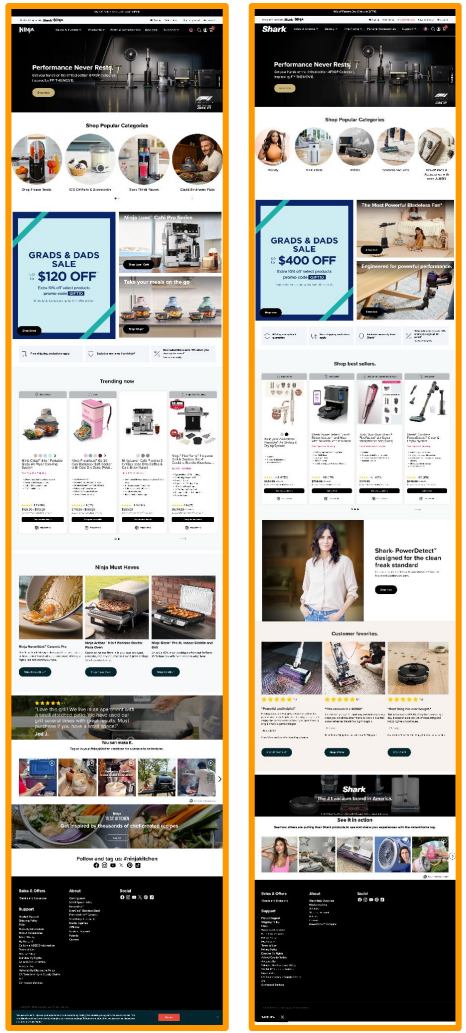
SHARKNINJA

JAN-JUN 2025

SharkNinja

Problem:

SharkNinja is the result of a merger between Shark Clean and Ninja Kitchen. The new company brought together thousands of home products, multiple websites in domestic and foreign markets, more than 40k URLs, and two brands that struggled to find common ground. A single, unified web presence was a massive undertaking.



https://www.sharkclean.com/
https://www.ninjakitchen.com/

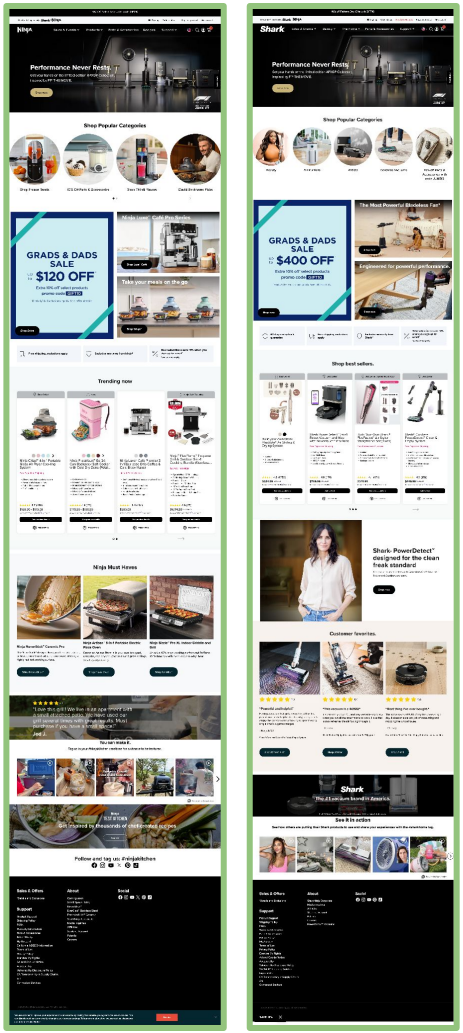
SharkNinja

Solution:

Audit existing content for both Shark and Ninja brands, and outline a migration plan for the new consolidated website.

My role:

Content strategy, audit, taxonomy, migration framework, IA, content design, UX writing



https://www.sharkclean.com/
https://www.ninjakitchen.com/

SharkNinja

Actions:

- Conducted comprehensive audit of ~40k URLs, with a focus on KER (Keep/Edit/Retire) recommendations for migration
- Drafted and presented documentation: migration framework, developing a taxonomy, best practices for template use
- Developed preliminary taxonomy for products, tagging, localization, and CMS content types
- Modified consolidated sitemap with recommendations for regional variations
- Mocked up low-fidelity wireframes to guide the kickoff of detailed UX exploration
- Proofreading and editing in Figma
- Content design and UX writing as needed to accompany high-fidelity design concepts

https://www.sharkclean.com/
https://www.ninjakitchen.com/

LUMEN TECHNOLOGIES

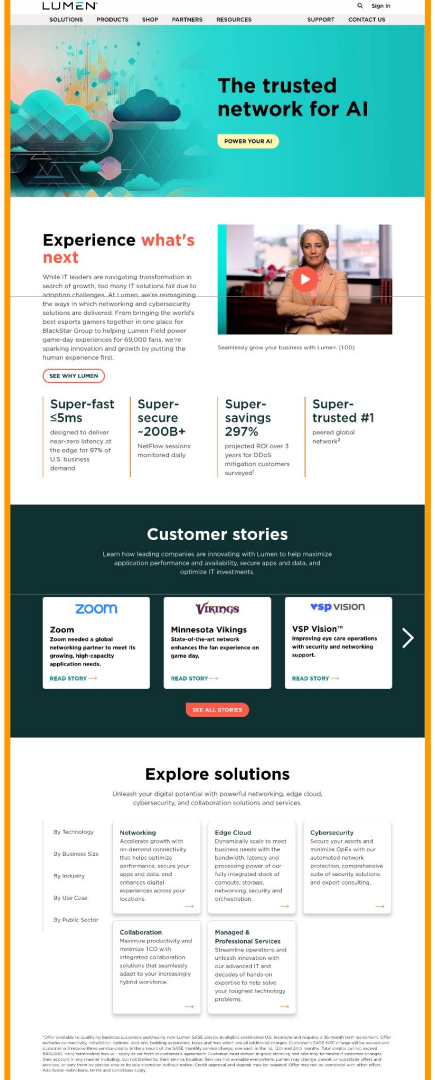
OCT-DEC 2024

Lumen Technologies

Problem:

Lumen had established its brand as a local telecom provider. As the company - and its ambitions - grew, they reorganized into a global enterprise technology brand (along the lines of Verizon & AT&T). But their existing website was not equal to the task. They needed a plan to expand and streamline their digital presence, and make their value proposition clear to users.

https://www.lumen.com/en-us/home.html



Lumen Technologies

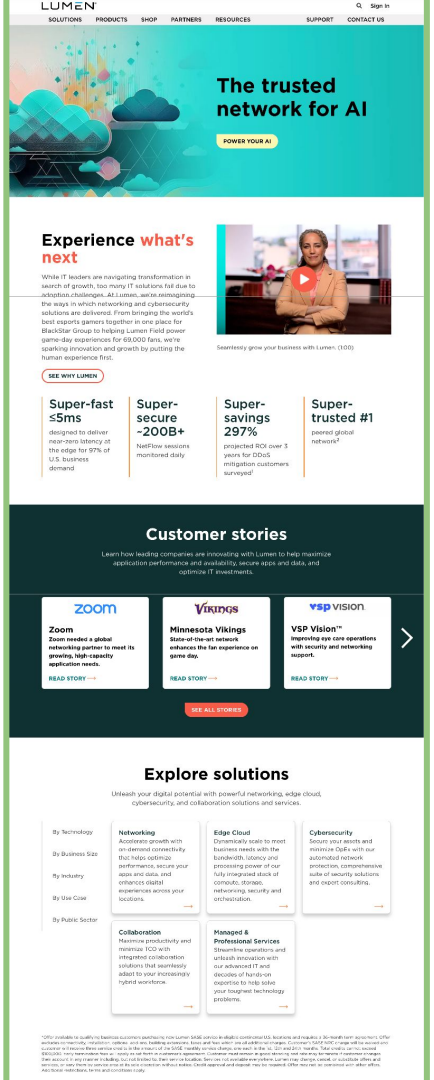
Solution:

Deliver an enterprise-wide content strategy, from ideation to content creation to governance to maintenance.

My role:

Lead content strategist, audit, content modeling, governance roadmap, AI planning, client presentation

https://www.lumen.com/en-us/home.html



Lumen Technologies

Actions:

- Led discovery sessions with multiple stakeholder groups.
- Conducted an audit of the current website, and created metrics to measure content maturity.
- Identified a critical issue with site taxonomy, and included high-level findings that had not been included in the initial scope of the project.
- Provided frameworks to future-proof the site with structured content models and templates.
- Used analytics data to identify trends and establish priorities.
- Produced an enterprise-level content strategy roadmap for:
  - Taxonomy
  - Reusable content
  - Content gaps
  - Governance
  - Practical implementation of AI

https://www.lumen.com/en-us/home.html

GENERAL MOTORS

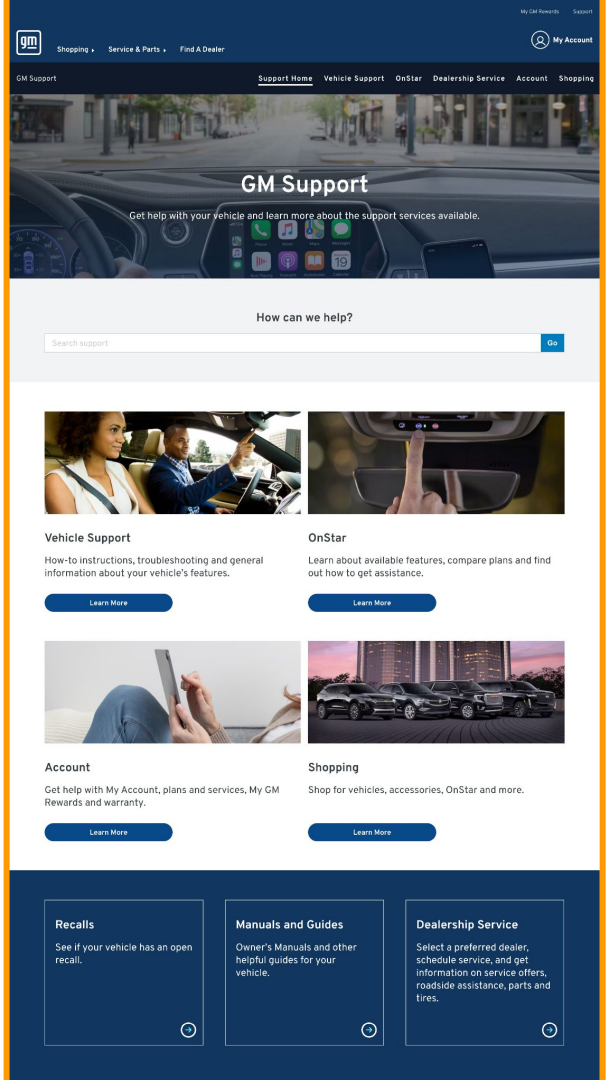
JAN-OCT 2024

General Motors

Problem:

As new vehicles (especially EVs) add more features, become more complicated, and more software-dependent, customer support takes on greater importance. But GM isn't staffed to handle an increased volume in phone calls or online submissions. Their aim is to maintain a digital presence that provides "self-service" content that meets consumers at every step of the process: shopping, buying, onboarding, owning.

https://experience.gm.com/support/landing



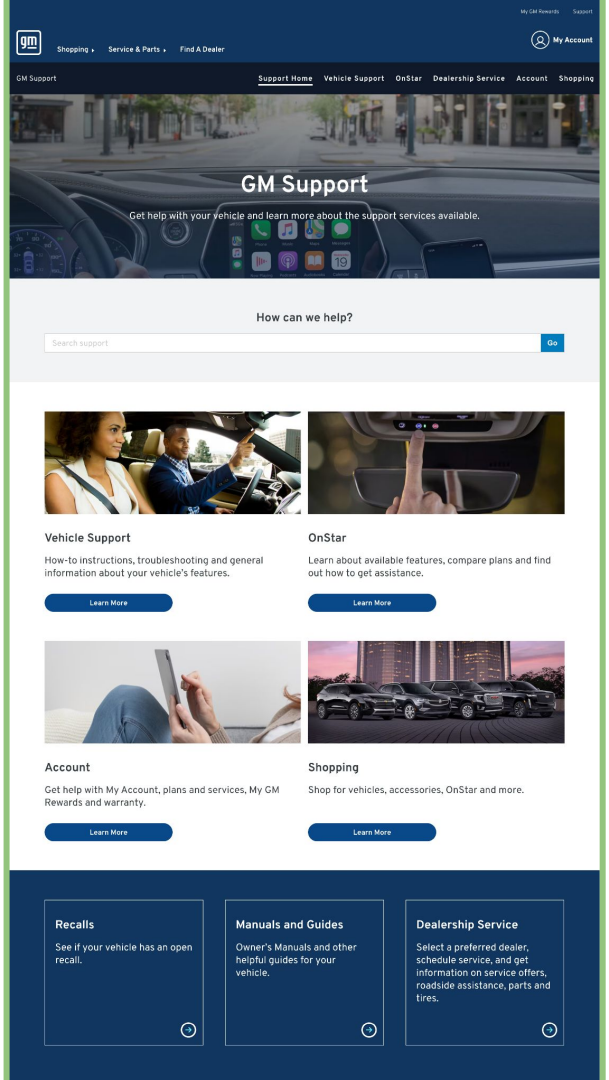
General Motors

Solution:

Demonstrate the value of AI-generated content, paired with human oversight. Focus on user needs above marketing concerns.

My role:

AI content lead, content modeling, prompt design, voice/tone, governance, content design



https://experience.gm.com/support/landing

General Motors

Actions:

- Became the agency's in-house expert on AI-generated content using a proprietary* Large Language Model (LLM).
  - Built a reusable structure, including: templates, style guides, voice/tone, knowledge base, and campaigns
- Achieved certification in Generative AI.
- Piloted a process to generate draft copy (reducing workflow from weeks to days), using AI prompts, for support and education topics across the customer journey.
- Generated longform content, working alongside Copywriting, and established an approval process.
- Enhanced support and education content throughout GM's digital ecosystem, working alongside Strategy, UX, and Copywriting.
- Established content guidelines for consistent re-use across GM and its four brands (Chevrolet, Cadillac, Buick, and GMC).

* Jasper AI

https://experience.gm.com/support/landing

CHEVROLET

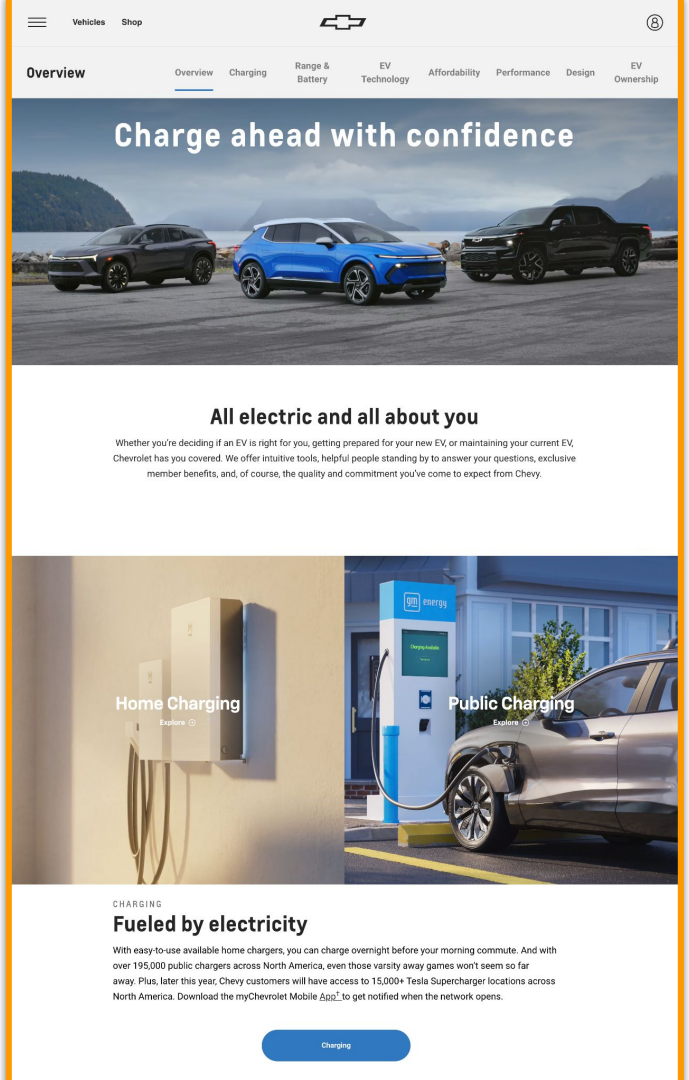
2023

Chevrolet

Problem:

Chevrolet needed to actively promote its electric vehicle lineup, despite challenges in production and delivery. But the existing website presented EVs as a niche market, making it hard to find and understand available content. Consumers had a lot of questions that either weren't being answered, or they simply couldn't find the information they needed.

https://www.chevrolet.com/electric



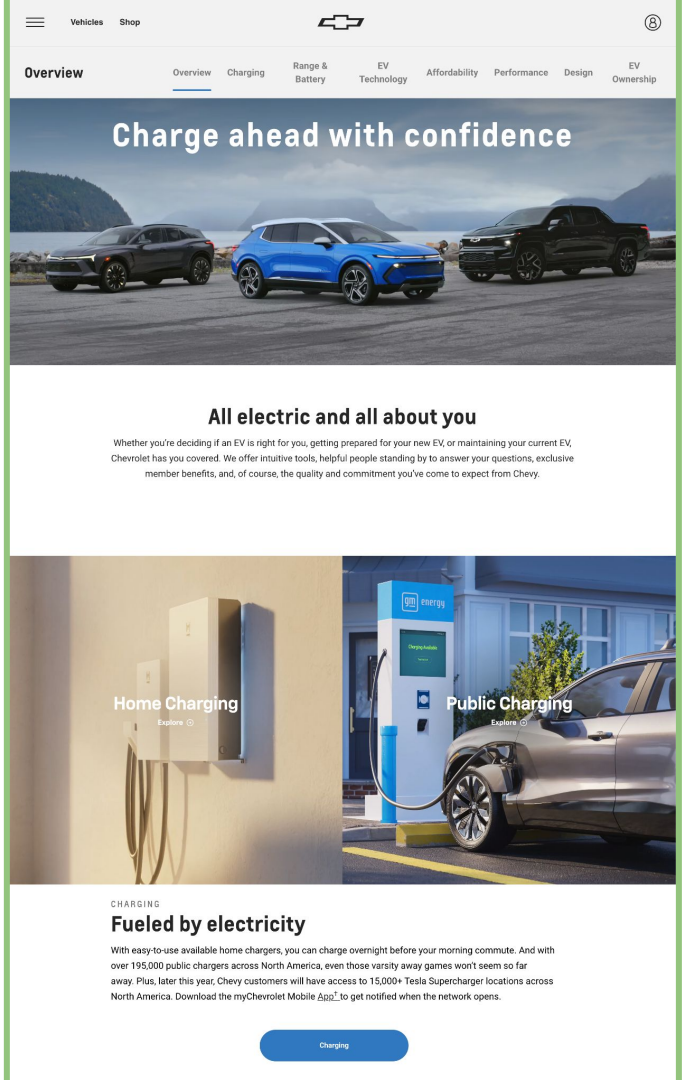
Chevrolet

Solution:

Revitalize Chevy's existing EV section. Prioritize EV content at all levels of chevrolet.com. Fill any gaps with new content.

My role:

Content strategy lead, audit, gap analysis, IA, content design, SME, journey mapping



https://www.chevrolet.com/electric

Chevrolet

Actions:

- Audited all content on Chevrolet’s public-facing website, with a specific focus on EV-related content.
- Identified gaps based on user testing data, analytics, and SEO.
- Assigned new copywriting tasks to copywriters, and managed workflow.
- IA, working alongside UX, to surface EV content and align with other brand offerings.
- Content design for new sections of the website, working alongside UX and Brand Strategy.
- Coordinated all available content for customer onboarding.
- Evaluated sitewide user data, and identified pages for consolidation or removal.
- Led redesign of FAQ section, to refocus efforts on user behavior and search data.
- Implemented content operations for development of vehicle feature support and consumer education content.

https://www.chevrolet.com/electric

HONEYWELL

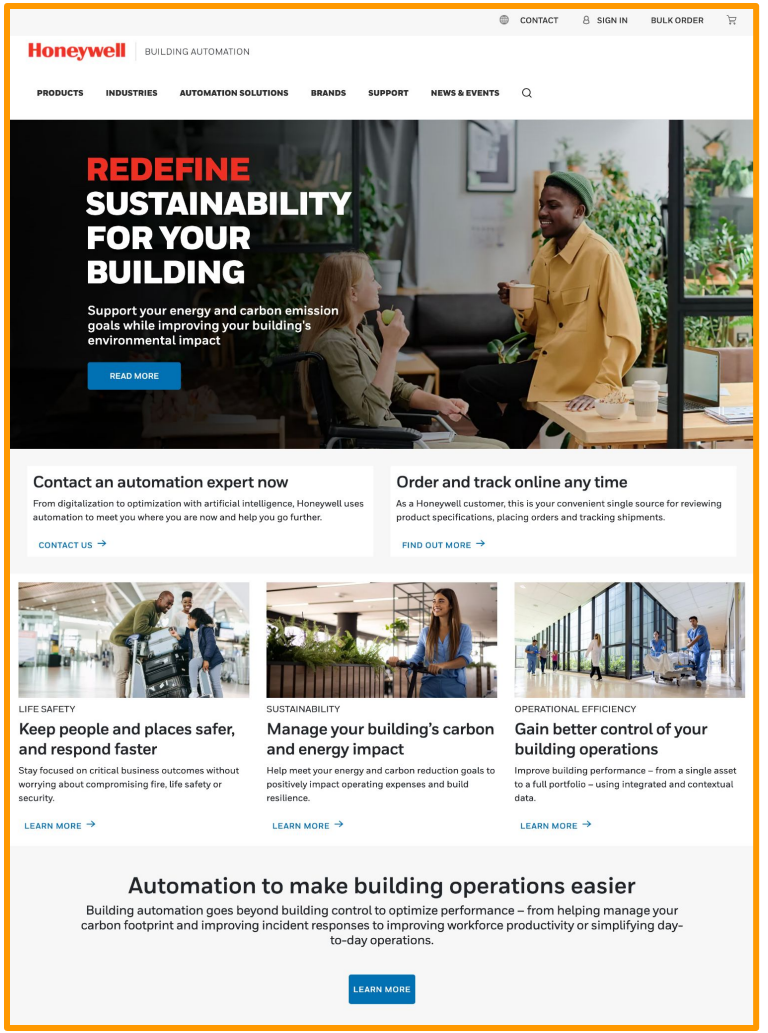
APR 2021 - JAN 2023

Honeywell Building Technologies

Problem:

Honeywell Building Technologies was starting to migrate into global markets, starting with the UK. In addition, Honeywell had acquired a number of smaller companies within the building technology space. Each had its own unique website and, in many cases, originated in a foreign market. This resulted in a very disjointed brand experience, user experience, and product lineup. They needed help to clarify their expanded market presence.

https://buildings.honeywell.com/us/en



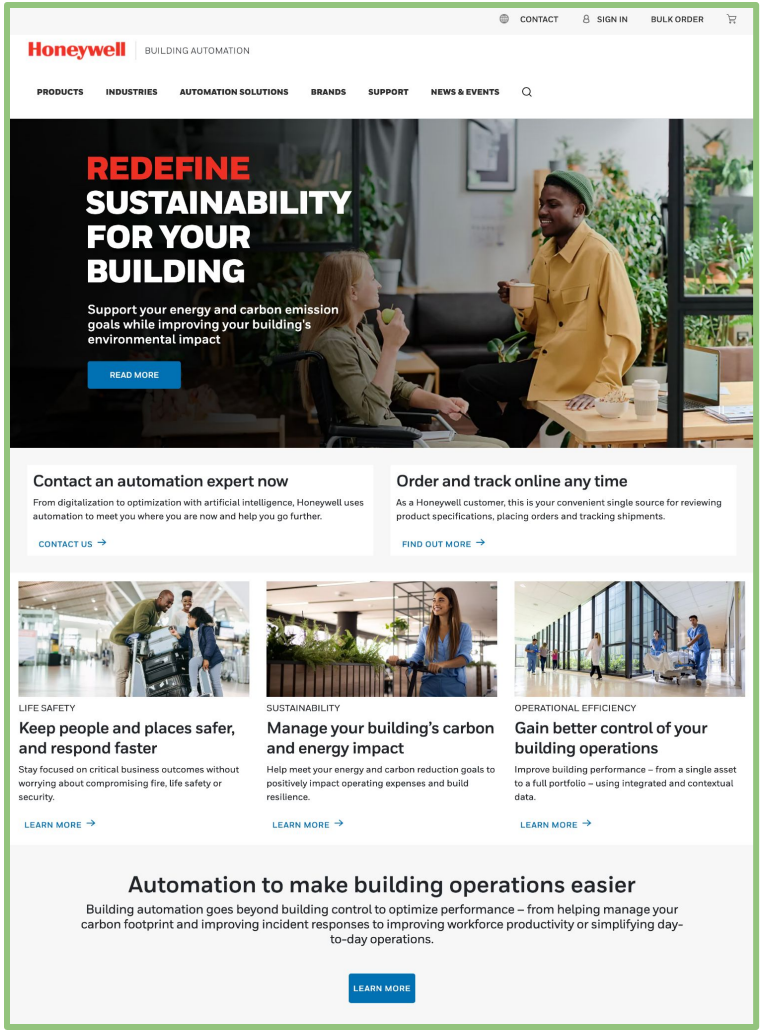
Honeywell Building Technologies

Solution:

Structure content for a unified, consistent user experience. Plan for future growth.

My role:

Content strategy, content modeling, IA, content operations, governance, content design



https://buildings.honeywell.com/us/en

Honeywell Building Technologies

Actions:

- Evaluated common elements and gaps in US v. UK content.
- Assigned new copywriting tasks to copywriters, and managed workflow.
- Prepared annotated copy docs for migration to the UK site.
- Built structured content templates to scale and re-use for 20+ new markets.
- Adapted IA to absorb new companies within Honeywell’s digital ecosystem.
- Evaluated content for compatibility with existing Honeywell structure and design system.
- Audited new companies’ content, and mapped offerings and products by market availability.
- Refined wireframes, working alongside UX, as new templates are required.
- Plan for unique regional use cases (ex. translation).

https://buildings.honeywell.com/us/en

Honeywell Building Technologies

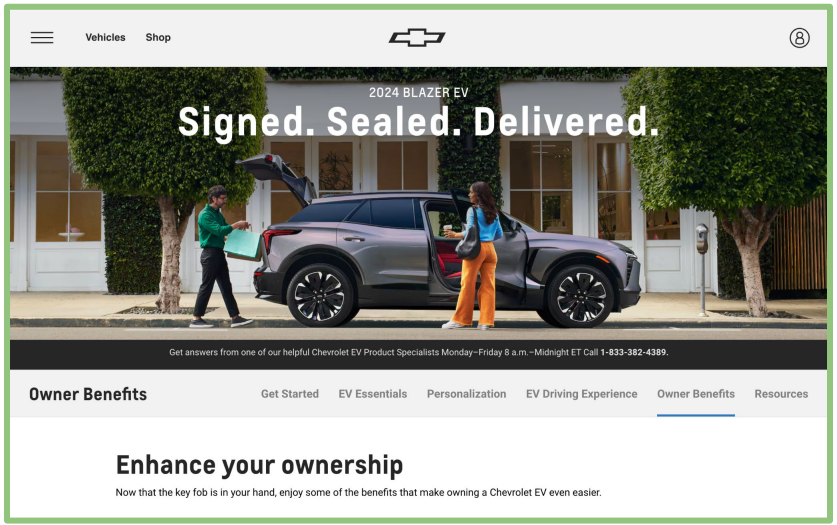
Actions:

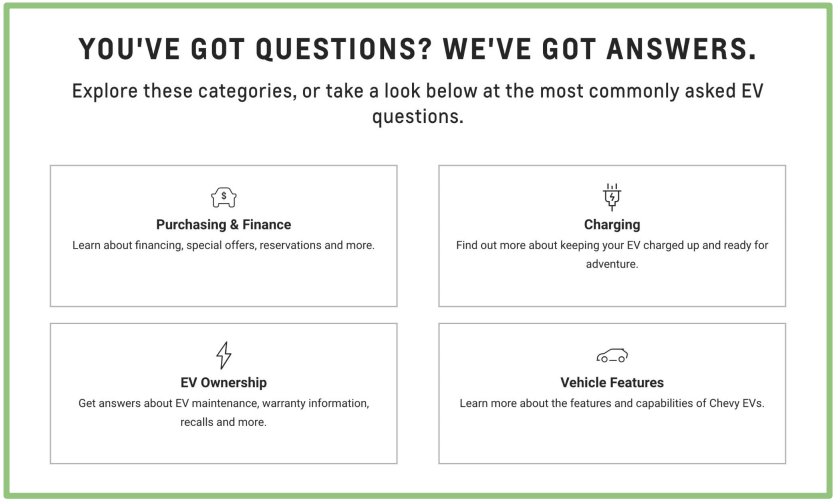
- Implemented a custom software solution* for content operations, and trained colleagues and stakeholders. This enabled us to:
    - Build templates
    - Define specs
    - Include SEO metadata
    - Assign tasks
    - Collaborate in real-time
    - Set deadlines
- Established governance plan for managing reviews, approval, and maintenance.

* Content Workflow by Bynder (formerly GatherContent)

https://buildings.honeywell.com/us/en

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Blazer EV | Owner benefits

https://www.chevrolet.com/blazer-ev/owner-benefits

Chevrolet | EV FAQs

https://www.chevrolet.com/electric/faqs

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