

ARTHUR MENKEN

UX Designer based in Hollywood, Florida

Blending thoughtful design and technical skills for data-driven solutions

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Experience

UX Design Intern at Tweakers

November 2022 – April 2023 | Amsterdam, Netherlands

- Spearheaded a graduation project, collaborating with Tweakers stakeholders to develop a new feature streamlining custom PC assembly, which aced usability tests and is in the pipeline for implementation.
- Pioneered a painted door test on the Tweakers website, furnishing crucial insights into user engagement and feature viability, optimizing resource allocation.
- Engineered a multivariate test enhancing click-through rates and user engagement on the Tweakers community forum, driving interaction by several percentage points.

CRO/UX Design Intern at Talpa eCommerce

May 2022 – October 2022 | Amsterdam, Netherlands

- Analyzed user feedback and product usage using Hotjar, identifying UX improvement areas and proposing actionable insights for the team.
- Orchestrated on-site usability tests, extracting invaluable insights to refine user experience across the platform.
- Collaborated closely with development by communicating and resolving design discrepancies, using HTML and CSS expertise to provide specific feedback for precise implementation.
- Designed mobile-first screens and user flows using Sketch and Miro, facilitating seamless concept transition into actionable designs.

UX Design Intern at Tweakers

September 2021 – November 2021 | Amsterdam, Netherlands

- Crafted wireframes in Figma for website pages, contributing to a holistic site overhaul in alignment with a new design system and product team collaboration.
- Optimized Tweakers' price comparison page, executing a successful A/B test yielding a 7% increase in key performance indicators.
- Innovated Figma designs showcasing product detail page variants for BestGetest, a Tweakers initiative, shaping the platform's design trajectory.

Education

BSc Communication and Multimedia Design

Amsterdam University of Applied Sciences

July 2023

Cum Laude (8.01/10 GPA)

Skills

Design

User Research

User-Centered Design

Interaction Design

Wireframing

Prototyping

Visual Design

Design Systems

A/B Testing

Information Architecture

Responsive Design

Design for Accessibility (WCAG)

Design Thinking

Software

Figma

FigJam

Sketch

Miro

Photoshop

Illustrator

Jira

GitHub

VS Code

HTML

CSS

JavaScript