ARTHUR MENKEN

UX designer based in Hollywood, Florida

Experience

UX Design Intern at Tweakers

November 2022 - April 2023 | Amsterdam, Netherlands

- Conceptualized and designed a new feature, leading from research to prototyping, resulting in a validated and well-received prototype poised for implementation.
- Collaborated with designers to rapidly prototype using Figma, facilitating successful usability testing and validation during a Design Sprint.
- Redesigned a key element on the Tweakers home page, resulting in increased click-through to and engagement with the community forum.
- Developed and implemented A/B test designs using HTML/CSS/ JavaScript, positively impacting user experience and key performance indicators.
- Conducted a painted-door test to gather insights for a new proposal,
 validating feasibility through extensive user interaction and refining the user experience.

CRO/UX Design Intern at Talpa eCommerce

May 2022 – October 2022 | Amsterdam, Netherlands

- Utilized Hotjar to analyze product usage and user feedback, identifying key insights and pain points that informed significant user experience enhancements.
- Organized and executed on-site usability tests, collaborating on planning and gaining crucial user insights for informed design decisions.
- Provided feedback to development teams using Jira and HTML/CSS expertise, bridging the gap between design and implementation.
- Led the design of a new feature, creating user flows and mobilefirst screens with Sketch and Miro, ensuring a seamless handover to engineering.

UX Design Intern at Tweakers

September 2021 - November 2021 | Amsterdam, Netherlands

- Wireframed screens in Figma for a website redesign, leveraging research insights and a new design system for a data-driven proposal that aligns with user needs.
- Introduced a new element on the price comparison page, conducting A/B tests that revealed a 7% increase in key performance indicators, optimizing user engagement.
- Designed and presented Figma prototypes showcasing product detail page variants for a new initiative, influencing the platform's design direction based on validation.

www.amenken.me

www.linkedin.com/in/arthur-menken arthur_menken@hotmail.com 954.868.0010

Education

Bachelor of Science in **Communication and Multimedia Design**

Amsterdam University of Applied Sciences
July 2023 | Cum Laude

Skills

Design

User-Centered Design

Wireframing

Prototyping

Interaction Design

User Research

Information Architecture

Responsive Design

Design Systems

Design Thinking

A/B Testing

Design for Accessiblity (WCAG)

Software

Figma

Sketch

Adobe XD

FigJam

Miro

Hotjar

Google Analytics

Google Optimize

Sitespect

Adobe Photoshop

Adobe Illustrator

Jira

GitHub

VS Code

HTML

CSS

JavaScript