

Arthur Menken

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Portfolio: www.amenken.me

Experience

Koalesce Designs

UX Design Volunteer

Remote, United States

March 2024 – May 2024

- Enhanced early project decision-making by conducting user research and transforming insights into actionable personas
- Identified usability and conversion improvements for the e-commerce platform through heuristic evaluation
- Shaped the design direction of new initiatives with feedback and ideas during brainstorming sessions

Tweakers

UX Design Intern

Amsterdam, Netherlands

November 2022 – April 2023

- Informed the design of a new feature by conducting user interviews and deploying a survey with over 400 responses
- Facilitated detailed usability testing during a Design Sprint through rapid and collaborative prototyping using Figma
- Implemented a new website element by collaborating with a graphic designer to create mobile and desktop banners
- Enhanced forum engagement by 5% by implementing a dynamic content module on the Tweakers home page
- Validated an early concept for simplified product filtering with a painted door test, collecting valuable feedback and metrics

Talpa eCommerce

CRO/UX Design Intern

Amsterdam, Netherlands

May 2022 – October 2022

- Uncovered key pain points in the user journey by reviewing recordings and user feedback using Hotjar
- Gained valuable insights into user behavior and motivation by preparing and overseeing on-site usability tests
- Resolved design inconsistencies through close collaboration with engineering, leveraging Jira and HTML/CSS expertise
- Raised unique bids by 4% on the auction platform by giving controls that remove friction more prominence
- Visualized and handed off Sketch designs and user flows for a concept that allows users to set alerts for their searches

Tweakers

UX Design Intern

Amsterdam, Netherlands

September 2021 – November 2021

- Redesigned the review portal page in line with a new design system, using survey data and metrics to inform the wireframes
- Boosted clicks to the product detail page by 7% by A/B testing the visibility of editorial awards on the price comparison page
- Informed the design of a platform's product detail page, including product variant displays, through iteration and A/B testing

Education

Amsterdam University of Applied Sciences

Bachelor of Science in Communication and Multimedia Design, Cum Laude

Amsterdam, Netherlands

July 2023

Skills

Design – User Experience Design • User Interface Design • Interaction Design • User-Centered Design • Usability Testing • Heuristic Evaluation • Design Thinking • Visual Design • Wireframing • Prototyping • Information Architecture • Responsive Design • Design Systems • Requirement Gathering • User Research • Persona Creation • User Flows • Journey Mapping • Mobile Design • Web Design • Material Design • A/B Testing • WCAG

Software – Figma • Sketch • Adobe CC (Photoshop, Illustrator, XD) • FigJam • Miro • InVision • Notion • Slack • Microsoft Teams • Trello • Jira • Hotjar • Lookback • Google Analytics • Google Optimize • Sitespect • GitHub • VS Code • HTML • CSS • JavaScript

Professional Development

ShiftNudge – Mastered advanced UI design skills through a comprehensive course

July 2024 – January 2025