

# ARTHUR MENKEN

## UX Designer based in Hollywood, Florida

Blending thoughtful design and technical expertise for data-driven solutions

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## Experience

### UX Design Intern at Tweakers

November 2022 – April 2023 | Amsterdam, Netherlands

- Led a graduation project at Tweakers, working with stakeholders to create a new feature for custom PC assembly that excelled in usability tests and is set for implementation.
- Conducted a painted door test on the Tweakers website, yielding valuable user engagement insights that validated the proposed feature.
- Designed and implemented a multivariate test on the Tweakers community forum, resulting in a significant increase in click-through rates and overall user interaction.

### CRO/UX Design Intern at Talpa eCommerce

May 2022 – October 2022 | Amsterdam, Netherlands

- Analyzed user feedback and product usage using Hotjar to identify UX improvement areas and propose actionable insights.
- Orchestrated on-site usability tests to extract invaluable insights for refining the platform's user experience.
- Collaborated with development to communicate and resolve design discrepancies, providing specific feedback for precise implementation using HTML and CSS expertise.
- Designed mobile-first screens and user flows with Sketch and Miro to facilitate 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 site overhaul aligned with the new design system and product team collaboration.
- Executed a successful A/B test on Tweakers' price comparison page, resulting in a 7% increase in key performance indicators.
- Innovated Figma designs displaying product detail page variants for BestGetest, a Tweakers initiative, shaping the new platform's design direction.

## 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