

Arthur Menken

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Experience

Koalesce Designs

UX Design Volunteer

Remote, United States

March 2024 — May 2024

- Contributed to brainstorming sessions, shaping design direction with feedback and ideas.
- Collaborated on persona creation, enhancing empathetic decision-making in early project stages.
- Conducted heuristic evaluation for an e-commerce platform, improving usability and conversion rates.

Tweakers

UX Design Intern

Amsterdam, Netherlands

November 2022 — April 2023

- Led feature design from research to prototype, resulting in a validated, ready-to-implement solution.
- Rapidly prototyped in Figma with other designers during a Design Sprint, facilitating successful usability testing.
- Redesigned a home page element, increasing community forum engagement by 5%.
- Oversaw and designed a painted door test, gathering early metrics and feedback to inform further exploration.

Talpa eCommerce

CRO/UX Design Intern

Amsterdam, Netherlands

May 2022 — October 2022

- Analyzed product usage and feedback with Hotjar, uncovering key pain points in the user journey.
- Prepared and oversaw on-site usability tests, gaining valuable insights into user thought processes and behaviors.
- Worked effectively with the development team to address design discrepancies using Jira and HTML/CSS expertise.
- Designed and ran an A/B test for the auction listing page, resulting in a 4% increase in unique bids.
- Created user flows and mobile-first screens with Sketch and Miro for smooth handover.

Tweakers

UX Design Intern

Amsterdam, Netherlands

September 2021 — November 2021

- Wireframed screens in Figma for a website redesign, aligning with user research findings and the new design system.
- Introduced a new element on the price comparison page from design to A/B test that boosted KPI's by 7%.
- Iterated on the product detail page using Figma and Google Optimize, influencing design direction based on validation.

Education

Amsterdam University of Applied Sciences

Bachelor of Science in Communication and Multimedia Design, Cum Laude

Amsterdam, Netherlands

July 2023

Skills

Design — User-Centered Design, Wireframing, Prototyping, Interaction Design, User Research, Information Architecture, Responsive Design, Design Systems, Design Thinking, A/B Testing, Design for Accessibility (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

Professional Development

ShiftNudge

June 2024 — Ongoing

- Focus on sharpening visual and interface design skills