

# ARTHUR MENKEN

## UX designer based in Hollywood, Florida

Blending thoughtful design, empathic insight, and technical expertise for data-driven solutions

## 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.

[www.amenken.me](http://www.amenken.me)

[www.linkedin.com/in/arthur-menken](https://www.linkedin.com/in/arthur-menken)

[arthur\\_menken@hotmail.com](mailto: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 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