ARTHUR MENKEN

UX designer based in Hollywood, Florida

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

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

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

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