

# Arthur Menken

## UX Designer based in Hollywood, Florida

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Authorized to work in the United States

## Work Experience

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### Tweakers – UX Design Intern

November 2022 – April 2023 / Amsterdam, Netherlands

- Led the design for a graduation project, working closely with Tweakers stakeholders to craft a new feature facilitating users in assembling custom PCs. The project successfully passed usability tests and is set for further implementation.
- Implemented a painted door test on the Tweakers website, providing valuable insights into user interest and the feasibility of the proposed feature. This approach helped gauge user engagement without resource commitment.
- Designed, coded and deployed a multivariate test that increased the click-through rate to and user engagement with the Tweakers community forum by several percentage points.

### Talpa eCommerce – CRO/UX Design Intern

May 2022 – October 2022 / Amsterdam, Netherlands

- Reviewed user feedback and product usage with Hotjar, identifying areas for enhancing the user experience. My analysis provided the team with valuable insights and opportunities for follow-up actions.
- Conducted an on-site usability test session, extracting actionable insights to enhance the overall user experience.
- Devised a gamification reward system for the platform through desk research and competitive analysis, presenting a proposal for implementation using Miro.
- Created mobile-first screens and user flows for a feature proposal using Sketch and Miro, facilitating a smooth transition from concept to handover.

### Tweakers – UX Design Intern

September 2021 – November 2021 / Amsterdam, Netherlands

- Crafted wireframes for multiple pages using Figma, contributing to the comprehensive overhaul of the website in alignment with a new design system and in collaboration with the product team.
- Enhanced Tweakers' price comparison page, successfully executing an A/B test that resulted in a 7% increase in key performance indicators.
- Contributed innovative designs in Figma to showcase product detail page variants for BestGetest, a Tweakers initiative, shaping the overall design direction.

## Education

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### B.S. Communication and Multimedia Design with Honors

July 2023 / Cum Laude / Amsterdam University of Applied Sciences

## Skills

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Figma / Sketch / User Research / Interaction Design / Usability Testing / Information Architecture / Visual Design / Wireframing / Prototyping / User-Centered Design / Accessibility / Responsive Design / A/B Testing