

# Arthur Menken

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## Experience

### Koalesce Designs

UX Design Volunteer

Remote, United States

March 2024 — May 2024

- Contributed to early-stage brainstorming sessions, offering valuable feedback and ideas that influenced the overall design direction.
- Teamed up with the Founder and designers to create personas, driving empathic decision-making in the initial stages of project development.
- Performed heuristic evaluation for an e-commerce platform, identifying usability issues to enhance user experience and increase conversion rates.

### Tweakers

UX Design Intern

Amsterdam, Netherlands

November 2022 — April 2023

- Led the design of a new feature from research to prototype, resulting in a validated and well-received prototype poised for implementation.
- Collaborated with designers to rapidly prototype using Figma, facilitating successful usability testing and validation during a Design Sprint.
- Redesigned a key element on the Tweakers home page, resulting in 5% more engagement with the community forum.
- Validated the feasibility of an idea by independently designing and conducting a painted door test, gathering engagement metrics and user feedback to inform future development.

### Talpa eCommerce

CRO/UX Design Intern

Amsterdam, Netherlands

May 2022 — October 2022

- Utilized Hotjar to analyze product usage and user feedback, identifying key insights and pain points that informed significant user experience enhancements.
- Organized and executed on-site usability tests, collaborating on planning and gaining crucial user insights for informed design decisions.
- Provided feedback to development teams using Jira and HTML/CSS expertise, addressing over a dozen design discrepancies with clear and specific input.
- Pioneered the design and execution of an A/B test for the auction listing page, leading to 4% more unique bids on auctions.
- Created user flows and mobile-first screens for a new feature with Sketch and Miro, ensuring seamless handover to engineering.

### Tweakers

UX Design Intern

Amsterdam, Netherlands

September 2021 — November 2021

- Wireframed screens in Figma for a website redesign, leveraging survey responses and engagement metrics or a data-driven proposal that aligns with user needs 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%.
- Designed and presented Figma prototypes showcasing product detail page variants for a new initiative, influencing the platform's 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