Arthur Menken

UX Designer based in Hollywood, Florida

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Authorized to work in the United States

Work Experience

Tweakers — UX Design Intern

November 2022 — April 2023 / Amsterdam, Netherlands

- Led end-to-end design for a graduation project, collaborating with Tweakers stakeholders to implement a new feature guiding users in building custom PCs. The project has successfully passed usability tests and is poised for development, demonstrating its potential to enhance user engagement and satisfaction.
- Innovatively designed, coded, and implemented a painted door test on the Tweakers website. This strategic approach not only gauged user interest but also provided critical insights into the viability of the proposed feature and its potential for improved user engagement without committing significant resources.
- Brainstormed, designed, 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 — UX Design Intern

May 2022 — October 2022 / Amsterdam, Netherlands

- Utilized Hotjar to analyze user feedback and product usage, identifying friction points in the user experience. Insights from this analysis led to targeted improvements, enhancing overall usability and user satisfaction.
- Led the initiation and execution of a targeted on-site usability test session, extracting actionable insights that had the potential to significantly enhance the overall user experience.
- Pioneered the design of our platform's gamification reward system through competitive analysis, culminating in a comprehensive proposal to build on.
- Mapped user flows and crafted mobile-first, detailed screens for a feature proposal using Sketch and Miro. These comprehensive designs were seamlessly delivered to the development team, the detailed interaction flow and screens ensuring a smooth transition from concept to execution.

Tweakers — UX Design Intern

September 2021 — November 2021 / Amsterdam, Netherlands

- Leveraged Figma to meticulously craft wireframes for multiple pages, playing a pivotal role in the comprehensive overhaul of the website in alignment with a new design system, and in close collaboration with the product team.
- Realized a groundbreaking enhancement for Tweakers' price comparison page. Executed a seamless transition from ideation to a highly successful A/B test and implementation, resulting in an increase of 7% in key performance indicators
- Played an integral role in brainstorming sessions and conceptualized innovative designs in Figma to showcase product variants for BestGetest, a Tweakers initiative catering to a broader audience of casual tech consumers — Contributing significantly to shaping the overall design direction.

Education

B.S. Communication and Multimedia Design with Honors

July 2023 / Cum Laude / Amsterdam University of Applied Sciences

Skills

Skills — Design Thinking / User Research / Prototyping / Usability Testing / Wireframing

Tools — Figma / Sketch / Adobe Suite / Hotjar / Google Optimize / Sitespect / HTML / CSS / JavaScript