

# ARTHUR MENKEN

UX designer based in Hollywood, Florida

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## Experience

### UX Design Intern at Tweakers

November 2022 – April 2023 | Amsterdam, Netherlands

- Spearheaded the design of a new conceptual feature from research to prototyping, achieving high user satisfaction ratings.
- Partnered with fellow designers in rapid prototyping using Figma, enabling successful usability testing and validation during a Design Sprint.
- Redesigned a key element on the Tweakers home page, resulting in increased engagement with the community forum.
- Implemented own A/B test designs using HTML/CSS/JavaScript, driving positive impact on both user experience and KPI's.
- Conducted a painted-door test to gather valuable insights for a new proposal, confirming the feasibility through extensive user interaction.

### CRO/UX Design Intern at Talpa eCommerce

May 2022 – October 2022 | Amsterdam, Netherlands

- Analyzed product usage and user feedback using Hotjar, identifying insights and pain points that led to new user experience improvements.
- Organized on-site usability tests, collaborating on planning and execution, gaining valuable user insights critical for informed design decisions.
- Collaborated with development by providing feedback using Jira and own HTML/CSS expertise, closing the gap between design and implementation.
- Led the design of a new feature, creating user flows and mobile-first screens using Sketch, Miro and Jira for seamless handover to engineering.

### UX Design Intern at Tweakers

September 2021 – November 2021 | Amsterdam, Netherlands

- Wireframed screens in Figma for the website redesign, using research insights and the new design system for a fitting, data-driven proposal.
- Created and introduced a new element for the Tweakers' price comparison page, with A/B tests showing a 7% increase in key performance indicators.
- Crafted Figma designs showcasing product detail page variants for a new initiative, validating and influencing the 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 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