ARTHUR MENKEN
UX Designer based in **Hollywood, Florida**

Blending thoughtful design and technical skills for data-driven solutions

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Experience

UX Design Intern at **Tweakers**

November 2022 — April 2023 | Amsterdam, Netherlands

- Spearheaded a graduation project, collaborating with Tweakers stakeholders to develop a new feature streamlining custom PC assembly, which aced usability tests and is in the pipeline for implementation.

- Pioneered a painted door test on the Tweakers website, furnishing crucial insights into user engagement and feature viability, optimizing resource allocation.

- Engineered a multivariate test enhancing click-through rates and user engagement on the Tweakers community forum, driving interaction by several percentage points.

CRO/UX Design Intern at **Talpa eCommerce**

May 2022 — October 2022 | Amsterdam, Netherlands

- Analyzed user feedback and product usage using Hotjar, identifying UX improvement areas and proposing actionable insights for the team.

- Orchestrated on-site usability tests, extracting invaluable insights to refine user experience across the platform.

- Developed a gamification reward system proposal through meticulous desk research and competitive analysis, presented for potential implementation using Miro.

- Designed mobile-first screens and user flows using Sketch and Miro, facilitating 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 holistic site overhaul in alignment with a new design system and product team collaboration.

- Optimized Tweakers' price comparison page, executing a successful A/B test yielding a 7% increase in key performance indicators.

- Innovated Figma designs showcasing product detail page variants for BestGetest, a Tweakers initiative, shaping the platform's design trajectory.

Education

BSc Communication and Multimedia Design

Amsterdam University of Applied Sciences
July 2023
Cum Laude (8.01/10 GPA)

Skills

Design

User Research
User-Centered Design
Interaction Design
Wireframing
Prototyping
Visual Design
Design Systems
A/B Testing
Information Architecture
Responsive Design
Design for Accessiblity (WCAG)
Design Thinking

Software

Figma
FigJam
Sketch
Miro
Photoshop
Illustrator
Jira
GitHub
VS Code
HTML
CSS
JavaScript