ARTHUR MENKEN

UX designer based in **Hollywood, Florida**

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Experience

UX Design Intern at Tweakers

November 2022 — April 2023 | Amsterdam, Netherlands

- Conceptualized and designed a new feature, leading from research to prototyping, 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 increased click-through to and engagement with the community forum.

- Developed and implemented A/B test designs using HTML/CSS/ JavaScript, positively impacting user experience and key performance indicators.

- Conducted a painted-door test to gather insights for a new proposal, validating feasibility through extensive user interaction and refining the user experience.

CRO/UX Design Intern at Talpa eCommerce

May 2022 — October 2022 | Amsterdam, Netherlands

- 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, bridging the gap between design and implementation.

- Led the design of a new feature, creating user flows and mobile-first screens with Sketch and Miro, ensuring a seamless handover to engineering.

UX Design Intern at Tweakers

September 2021 — November 2021 | Amsterdam, Netherlands

- Wireframed screens in Figma for a website redesign, leveraging research insights and a new design system for a data-driven proposal that aligns with user needs.

- Introduced a new element on the price comparison page, conducting A/B tests that revealed a 7% increase in key performance indicators, optimizing user engagement.

- Designed and presented Figma prototypes showcasing product detail page variants for a new initiative, influencing the platform's design direction based on validation.

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 Accessiblity (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