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 ratings in user satisfaction.

- Partnered with fellow designers to rapidly prototype a concept in Figma during a Design Sprint, enabling successful usability testing and validation.

- Redesigned an element on the Tweakers home page, resulting in a significantly higher click-through to the community forum.

- Utilized HTML/CSS/JavaScript to implement own A/B test designs, validating and delivering positive impact for user experience and business.

- Gathered preliminary insights for a new proposal using a painted-door test, an extensive amount of user interaction confirming feature viability.

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 the development team, providing specific feedback using Jira and own HTML and CSS expertise for precise 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

- Crafted wireframes in Figma for the website redesign, using research insights and the new design system for a fitting, data-driven proposal.

- Created and tested a new artifact for the Tweakers' price comparison page, with A/B tests showing a 7% increase in key performance indicators.

- Innovated 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 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