

Arthur Menken

Hollywood, FL — www.linkedin.com/in/arthur-menken — www.amenken.me — (954) 868-0010 — arthur_menken@hotmail.com

Experience

Koalesce Designs

UX Design Volunteer

Remote, United States

March 2024 — May 2024

- Contributed to early-stage brainstorming sessions, offering valuable feedback and ideas that influenced the overall design direction.
- Teamed up with the Founder and designers to create personas, driving empathic decision-making in the initial stages of project development.
- Performed heuristic evaluation for an e-commerce platform, identifying usability issues to enhance user experience and increase conversion rates.

Tweakers

UX Design Intern

Amsterdam, Netherlands

November 2022 — April 2023

- Led the design of a new feature from research to prototype, 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 5% more engagement with the community forum.
- Validated the feasibility of an idea by independently designing and conducting a painted door test, gathering engagement metrics and user feedback to inform future development.

Talpa eCommerce

CRO/UX Design Intern

Amsterdam, Netherlands

May 2022 — October 2022

- 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, addressing over a dozen design discrepancies with clear and specific input.
- Pioneered the design and execution of an A/B test for the auction listing page, leading to 4% more unique bids on auctions.
- Created user flows and mobile-first screens for a new feature with Sketch and Miro, ensuring seamless handover to engineering.

Tweakers

UX Design Intern

Amsterdam, Netherlands

September 2021 — November 2021

- Wireframed screens in Figma for a website redesign, leveraging survey responses and engagement metrics or a data-driven proposal that aligns with user needs and the new design system.
- Introduced a new element on the price comparison page from design to A/B test that boosted KPI's by 7%.
- Designed and presented Figma prototypes showcasing product detail page variants for a new initiative, influencing the platform's design direction based on validation.

Education

Amsterdam University of Applied Sciences

Bachelor of Science in Communication and Multimedia Design, Cum Laude

Amsterdam, Netherlands

July 2023

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