# Joshua Kenyon

linkedin.com/in/joshmkenyon | github.com/jmkenyon | joshmkenyon.com

## WORK EXPERIENCE

**AlugaVaga**                                                    **São Paulo (remote), Brazil**
*Founder*                                                                              Apr 2025
- Built and launched Aluga Vaga, a full-stack rental platform on web (Next.js) and mobile (Expo/iOS), powered by a shared Prisma + MongoDB backend enabling real-time data sync across platforms.
- Led end-to-end product development, from research to UX design, engineering, and releases, including a built-in messaging feature that eliminated reliance on WhatsApp.
- Designed and implemented Google Login, dynamic search, and map-based location selection, reducing onboarding friction and boosting engagement by 10%.
- Conducted user research and usability testing with renters and landlords across Brazil, uncovering insights that increased listings by 15% week-over-week.
- Drove product-market fit validation through street interviews and data-driven prioritization, guiding feature development and go-to-market strategy.

**SS&C Technologies**                                           **London, United Kingdom**
*Product manager*                                                          Aug 2021 – Present
- Conducted client interviews to identify gaps in basket trading workflows; translated insights into feature specs, driving 20% adoption and retaining a high-value client.
- Synthesised user feedback from client sessions to prioritise backlog items, contributing to a 15% lift in user retention by providing high-value trading features.
- Created support documentation, onboarding materials, and in-platform demonstrations addressing key user pain points, improving first-week retention by over 10%.
- Facilitated discovery sessions and usability feedback loops with clients, enabling engineering teams to implement high-impact UX fixes and improve client satisfaction by 30%.

**Optimise Supplements**                                        **London, United Kingdom**
*Founder*                                                              March 2023 – May 2024
- Built and scaled a DTC brand with £20K+ revenue through optimised pricing, A/B testing, and CRO-focused funnels.
- Created and validated detailed user personas (e.g., "50-year-old man seeking health supplements on a budget") through user interviews and purchase behavior analysis.
- Used Hotjar and direct testing with target users to identify UX friction in product and checkout flows; implemented changes that lifted conversions by 20%.
- Ran A/B tests and voice-of-customer interviews to iterate on pricing and messaging; changes to ad creative and UI led to a 15% increase in Meta ad conversions.

## PROJECTS

**Crypto**
- Developed and launched JoshToken, an ERC-20 token on Ethereum using Solidity.
- Experimented with DeFi protocols, tokenomics, and on-chain analytics to deepen understanding of blockchain mechanics.

## EDUCATION

**The University of Sheffield**                                 **Sheffield, United Kingdom**
*Bachelor of Science in Economics, First-Class Honours*                       2018 – 2021
- Dissertation: Used econometric modeling on World Bank data to show foreign aid reduced poverty in Sub-Saharan Africa

## SKILLS, ACTIVITIES & INTERESTS

**Tools:** JIRA, Google Analytics, Hotjar, Firebase, Postman
**Technical:** React, MongoDB, HTML, CSS, SQL, Python
**Languages:** English (native), Portuguese (advanced)