

Joshua Kenyon

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WORK EXPERIENCE

AlugaVaga

Founder & UX Researcher

São Paulo (remote), Brazil

Apr 2025 – Present

- Built and launched a full-stack rental platform using React, Next.js, TypeScript, MongoDB, and Prisma, implementing features including user authentication (NextAuth + Google login), dynamic search, and map-based location selection. (alugavaga.com.br)
- Applied UX principles and conducted moderated and unmoderated usability tests across web and mobile devices, optimising login and onboarding flows and reducing bounce rates by 10%.
- Ran generative research through in-person and remote interviews with renters and landlords in Brazil; surfaced insights that led to a 15% week-over-week increase in listings.
- Led in-person street interviews in São Paulo to validate market need and user interest. ([link](#))

SS&C Technologies

Analyst

London, United Kingdom

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.
- Created support documentation and onboarding materials based on user confusion points, improving week-one 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

Founder & UX Researcher

London, United Kingdom

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

Daily Challenge (iOS App) – Swift, Firebase, Xcode

- Built and launched Daily Challenge, an iOS app in SwiftUI with Firebase backend, push notifications, and custom animations — available on the App Store ([link](#)).

EDUCATION

The University of Sheffield

Bachelor of Science in Economics, First-Class Honours

Sheffield, United Kingdom

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.js, MongoDB, HTML, CSS, SQL, Python

Languages: English (native), Portuguese (advanced)