

Joshua Kenyon

LinkedIn: www.linkedin.com/in/jmkenyon

EDUCATION

The University of Sheffield

Sheffield, United Kingdom

Bachelor of Science in Economics

2018 – 2021

- **Grade:** First-Class Honors
- **Dissertation:** Used econometric modeling on World Bank data to show foreign aid reduced poverty in Sub-Saharan Africa (73%)

WORK EXPERIENCE

AlugaVaga (Self-Launched Startup)

São Paulo, Brazil

Founder & Product Lead

Apr 2024 – Present

- Built and launched a fully functional no-code marketplace (AlugaVaga.com.br) in under 3 weeks using Bubble, connecting parking space owners with drivers across Brazil.
- Acquired 150+ signups and completed live bookings through organic content strategy, daily cross-platform posts, and direct outreach.
- Managed product, UX, marketing, and technical workflows solo — including Stripe Connect integration and bilingual user flows.
- Ran lean experiments on pricing and onboarding, improving conversion rates and sign-up quality weekly.

SS&C Technologies

London, United Kingdom

Solutions Engineer

Aug 2021 – Present

- Collaborated with a 2-person sales team and 3-person dev team to launch faster basket trading in Q4, driving 20% user adoption and exceeding EOY sales targets.
- Self-taught Python and APIs within 6 months to support large hedge funds, enabling the MVP launch of a \$100/month subscription product, which now generates \$10k/month in recurring revenue.
- Reduced EMEA churn rate from 60% to 25% by providing timely and effective support for high-priority clients, driving retention and satisfaction.

Optimise Supplements

London, United Kingdom

Founder

March 2023 – May 2024

- Achieved £20,000 in revenue and doubled monthly sales within a year by identifying and addressing customer pain points through data-driven strategies.
- Designed and implemented a front-end product selection feature using HTML, CSS, and JavaScript, increasing higher-value purchases by 40%.
- Improved UX for aging demographics by redesigning mobile interfaces, driving a 40% increase in mobile sales.
- Leveraged tools like Hotjar and Google Analytics to iterate on user journeys and test hypotheses, resulting in a 2.5% increase in conversion rates.

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](#)).

SKILLS, ACTIVITIES & INTERESTS

Tools: SQL, Python, Stata, HTML/CSS, Firebase, Xcode, Google Analytics, Hotjar

Design: Figma, Adobe XD, Illustrator

Methods: A/B Testing, Agile, User Interviews, JIRA

Languages: English (native), Portuguese (advanced)