Joshua Kenyon

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WORK EXPERIENCE

SS&C Technologies   **London, United Kingdom**
Product Analyst   Aug 2021 – Present
- Partnered with development teams to plan and validate API integrations for xAPI, ensuring seamless data flow and reliable user experiences.
- Supported end-to-end delivery by raising JIRA tickets, coordinating testing, and producing clear internal documentation and training materials.

Optimise Supplements   **London, United Kingdom**
Founder   March 2023 – May 2024
- Created and scaled a DTC e-commerce brand with £20K+ revenue using data-driven CRO and A/B testing.
- Used Hotjar and UX testing to identify and fix friction points, improving conversions by 20%.

PROJECTS

AlugaVaga — *Garage Rental Marketplace*
AlugaVaga.com.br | TypeScript, React, Tailwind, Prisma
- Launched an MVP using no-code, then scaled to web (Next.js) and mobile (Expo/iOS) applications powered by a shared Prisma + MongoDB backend.
- Led end-to-end product development, from wireframes to deployment.
- Built an in-app messaging feature with real-time updates, significantly improving user engagement and retention; the platform currently maintains 42 active listings.
- Implemented responsive UI with React hooks and Tailwind CSS.

Laura Consoni Portfolio — *Architect Portfolio Website*
Lauraconsoni.com.br | *Next.js (React), TypeScript, Tailwind CSS, i18n*
- Developing a responsive portfolio site for a Brazilian architect, featuring animated background transitions and smooth scroll snapping.
- Implemented bilingual content using react-i18next, enabling seamless Portuguese to English switching.

Formara — *Creator Marketplace Platform*
Formara.com.br | *Next.js, React (TypeScript), MongoDB, Payload CMS, Stripe Connect*
- Built a full-stack digital marketplace empowering Brazilian creators to sell and manage digital products.
- Designed end-to-end user flows for onboarding, product publishing, and secure payments using Stripe Connect.

EDUCATION

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

TECHNICAL SKILLS

Languages & Frameworks: TypeScript, React, Next.js, Tailwind CSS, Node.js, Prisma
Tools: Figma, JIRA, Postman, Hotjar, Notion, Git, Vercel
Other: UX Design, SEO, Analytics
Languages: English (native), Portuguese (advanced)