

# Joshua Kenyon

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## WORK EXPERIENCE

### AlugaVaga | TypeScript, React, Tailwind, Prisma

Founder

Apr 2025 – Present

- 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 in Figma to deployment.
- Built an in-app messaging feature with real-time updates, improving user engagement and retention.
- Implemented responsive UI with React hooks and Tailwind CSS.

### SS&C Technologies

London, United Kingdom

Product Analyst

Aug 2021 – Present

- Collaborated with cross-functional teams to define and launch API-based trading products.
- Partnered with engineers to design and deliver complex UI modules and API integrations.

### 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 direct UX testing to identify and fix friction points, improving conversions by 20%.

## PROJECTS

### Laura Consoni Portfolio — Architect Portfolio Website

[lauraconsoni.com.br](https://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](https://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)