

# Joshua Kenyon

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## WORK EXPERIENCE

### AlugaVaga

São Paulo (remote), Brazil

Founder

Apr 2025

- Launched an MVP using a no-code platform, then scaled to web (Next.js) and mobile (Expo/iOS) applications powered by a shared Prisma + MongoDB backend with real-time synchronisation.
- Conducted market validation through structured interviews with both supply and demand segments, driving a strategic pivot toward monthly rentals based on user insights.
- Developed and executed go-to-market strategies, including direct outreach to garage owners, Facebook Marketplace onboarding flows, SEO optimisation, and targeted Google Ads campaigns.
- Led grassroots marketing efforts in São Paulo, including on-street interviews and flyer distribution to acquire early users and validate acquisition channels.

### SS&C Technologies

London, United Kingdom

Analyst

Aug 2021 – Present

- Led the EMEA product efforts for an MVP API-based trading platform, coordinating across engineering, sales, and client success teams.
- Conducted deep-dive client interviews to identify workflow inefficiencies; translated findings into the development of a basket trading feature that increased platform usage by 10%.
- Delivered product demos and client pitches, driving adoption and using feedback to inform product direction and JIRA prioritisation.
- Built support documentation, onboarding flows, and internal training materials, reducing friction during setup and increasing client satisfaction scores by 20%.
- Facilitated usability testing and iterative feedback loops with clients, resulting in UX optimisations that improved subscription retention after the trial period by 12.5%.

### 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.

## 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, Salesforce

**Technical:** React, SQL, Python

**Languages:** English (native), Portuguese (advanced)