Joshua Kenyon

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WORK EXPERIENCE

AlugaVaga   **São Paulo (remote), Brazil**
Founder   Apr 2025
- Built and launched Aluga Vaga, a full-stack rental platform on web (Next.js) and mobile (Expo/iOS), powered by a shared Prisma + MongoDB backend enabling real-time data sync across platforms.
- Led end-to-end product development, from research and roadmap definition to UX design, engineering, and releases, including a built-in messaging feature that eliminated reliance on WhatsApp.
- Designed and implemented Google Login, dynamic search, and map-based location selection, reducing onboarding friction and boosting engagement by 10%.
- Conducted user research and usability testing with renters and landlords across Brazil, uncovering insights that increased listings by 15% week-over-week.
- Drove product-market fit validation through street interviews and data-driven prioritization, guiding feature development and go-to-market strategy.

SS&C Technologies   **London, United Kingdom**
Product Manager   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 by providing high-value features.
- 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   **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.

PROJECTS

AI Fitness App (no-code)
- Started building an AI-powered fitness app using OpenAI and no-code tools that generates personalized workout and meal plans based on user inputs.

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, Hotjar, Firebase, Postman
Technical: React, MongoDB, HTML, CSS, SQL, Python
Languages: English (native), Portuguese (advanced)