ERIK MENCHES

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DESIGN & UX

· Design thinking and rapid prototyping
· Cross functional collaboration
· Storytelling for user experience design
· User research to inform content strategy
· Information architecture for site mapping & user flows
· Paper prototypes to high-fidelity wire frames
· Experience with iOS UIKit and Android Material Design
· Creation of online, social media, TV & print campaigns
· Video editing, animatics & motion graphics for TV spots & reels
· Front-end web development and design

SOFTWARE

Web	|	HTML5, CSS3, Wordpress, Webflow
Prototyping	|	Adobe Xd, Sketch, Figma
Design	|	Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Animate...)
Film	|	Adobe Premiere, Davinci Resolve, Final Cut Pro

EDUCATION

2014 - MINI MASTERS DEGREE

UX DESIGN

Rutgers University - New Brunswick, NJ

2014 - POST GRADUATE DEGREE

DESIGN & DIGITAL MEDIA

The University of Edinburgh - Edinburgh, Scotland
· Web Design, Animation, 3D Printing

2011 - BACHELORS DEGREE

CREATIVE ADVERTISING

Virginia Commonwealth University (VCU) - Richmond, VA
· Art Direction, Copywriting, Marketing

JUN. 2024 - PRES. , REMOTE

SENIOR PRODUCT DESIGNER / OUTSIDE INC.

Sep. 2024 - Pres.
SR. PRODUCT DESIGNER @ GAIA GPS

· Leads Product Design for the Gaia GPS app

Jun. 2024 - Sep. 2024
SR. PRODUCT DESIGNER @ OUTSIDE INC. (MAPPING)

· Led Maps Platform Kickoff
· Created new Outside Feed design system

FEB. 2022 - JUN. 2024 , REMOTE

SENIOR PRODUCT DESIGNER / ONX MAPS

· Led Product Design for the onX Offroad app bridging engineering and design
· An active onX Offroad "Trail Guide Ambassador" in order to experience and design for Trail Guide content creators
· Worked across iOS, Android and web apps

DEC. 2020 - JAN 2022 , REMOTE

PRODUCT DESIGNER / ATLYS

· Led re-design & re-brand of Atlys iOS experience
· Broke down the app to its core principles and rebuilt it based on user data and feedback
· Created, tested and validated app flows, wireframes and high-fidelity prototypes
· Developed & created new visual direction including logo, colors and illustrations
· Collaborated with and mentored junior designer
· App installs and conversion rate increased and led to successful seed round

AUG. 2016 - JAN. 2022 , REMOTE

DIGITAL DESIGNER / FREELANCE

· Visual Design - Unusual Ventures (San Francisco, CA)
· Product Design - TradeFindr (Oakland, CA)
· Web Design - World Wide Mind (Los Angeles, CA)
· Visual Design - Traackr (San Francisco, CA)
· Web Design - Back To The Roots (Oakland, CA)

JAN, 2019 - JUL. 2019 , SAN FRANCISCO

UI/UX DESIGNER / TOKENSOFT

AUG. 2017 - JAN. 2019 , OAKLAND

FOUNDING PRODUCT DESIGNER / TRADEFINDR

APR. 2015 - AUG. 2016 , SAN FRANCISCO

ART DIRECTOR / NICE & COMPANY