Erik Menches

DESIGN LEAD · CONSUMER MAPPING APPS

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Outside Inc.

CURRENT 2026

Design Lead · Product Design Manager, Consumer Apps

- Set design direction across Outside's mapping app portfolio (Gaia GPS, Trailforks, MapMy) serving 5.5M monthly active users
- Manage and grow a team of product and map designers with structured hiring including live prototyping exercises and craft evaluation
- Drive a shared design system and token architecture across all three apps to unify the design language ahead of a major platform convergence
- Partner with VP of Product and engineering leadership to shape strategy, roadmap priorities, and cross-app investment decisions
- Design work directly supports subscriber engagement and retention across a portfolio of subscription-based outdoor apps

Gaia GPS (Outside Inc.)

2024 — 2026

Senior Product Designer · Design Lead

- Took over as design lead for Gaia GPS, one of the most trusted backcountry navigation apps in the outdoor industry
- Led product vision for Adventure Modes across two teams, from concept through release. Launch earned Gaia GPS a US and Canadian App Store feature as a Best New Apps and Updates

600% increase in premium layer usage — top conversion driver

- Shaped Gaia's 2025 growth strategy, bringing lessons from onX on what converts and what creates friction to guide paywalling decisions
- Redesigned the full suite of tools alongside the paywall rollout, raising the quality of the paid experience to justify the gate

474% lift in new subscriptions — five consecutive months of growth

- Stepped into cross-functional leadership across product, design, and engineering to keep alignment when the team needed it

onX Maps, Inc.

2022 — 2024

Senior Product Designer

- Led product design for onX Offroad across iOS, Android, and web. Stepped into design team leadership when the Design Director departed
- Shipped Route Builder across the full app suite. Created the app's first map legend. Redesigned Tracking Mode for in-field vehicle navigation
- Fought alongside PM to introduce map layers when senior leadership was against it, proving the case through user testing
- Designed My Garage for vehicle personalization. Redesigned trail cards to communicate width and accessibility in a single visual
- Expanded Elite membership value with brand partnership deals. Championed overlanding and dispersed camping as a product direction
- Redesigned the Trail Guide contributor portal from firsthand experience as a trail guide, prioritizing the tool that generates the content the entire platform depends on
- Collaborated with UGC team to pilot Trail Reports, defining statuses and language that resonated with the off-road community
- Product design established at onX Offroad remains the foundation of the experience today

EARLIER EXPERIENCE

2009 — 2022

Product Designer, Atlys (2020-2022) — Led redesign and rebrand of the iOS experience. Mentored junior designer.
Digital Designer, Freelance (2016-2022) — Product, web, and visual design across multiple clients and industries.
UI/UX Designer, TokenSoft (2019) — Created brand design system. Designed website, platform, and wallet app.

EDUCATION

University of Edinburgh — Design and Digital Media, 2014

VCU — Creative Advertising, 2011

IN THE FIELD

Overland Expo West / Overland Expo PNW / Gambler 500 / OutsideDays / onX Trail Guide Gatherings

Overlander and trail guide who uses the products he designs. The gap between designer and user is zero.

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