

# ERIK MENCHES

WWW.ERIKMENCHES.COM  
EMENCHES@GMAIL.COM  
TEL: 619 748 2767

## SKILLS

### 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  
Creation of online, social media, TV & print campaigns  
Video editing, animatics & motion graphics for TV spots & reels  
Front-end development and design

### SOFTWARE

Web | HTML5, CSS3, Wordpress, Webflow  
Design | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Animate, XD,...), Sketch  
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

## EXPERIENCE

JAN, 2019 - JUL, 2019

### UI/UX DESIGNER TOKENSOFT, SAN FRANCISCO, CA

Created and implemented brand design system  
Designed website, blog graphics, social imagery and conference ads

AUG, 2017 - JAN, 2019

### PRODUCT DESIGNER STEALTH STARTUP, OAKLAND, CA

UI/UX and visual design for Android and iOS application  
Created sketches, wireframes, mockups and multiple prototype iterations  
Designed an alternate online platform for desktop users  
Responsive web design for marketing website

AUG, 2016 - AUG, 2017

### FREELANCE DIGITAL DESIGNER

Visual Design - Traackr (San Francisco, CA)  
Packaging Design - Back To The Roots (Oakland, CA)  
Art Direction - HIV Awareness Campaign (New York, NY)  
Web Design - Back To The Roots (Oakland, CA)  
Branding - Gereldene's Tours (Singapore)

APR, 2015 - AUG, 2016

### ART DIRECTOR NICE & COMPANY, SAN FRANCISCO, CA

Designed agency website, reel and RFP pitch materials  
Developed trade and consumer ads, digital sweepstakes and social media contests  
Created assets for social media campaigns including covers, posts and promotions  
Edited spots and created motion graphics