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

FEB. 2022 - PRES. , REMOTE

SENIOR PRODUCT DESIGNER / ONX MAPS

- Leads Product Design for the onX Offroad app bridging engineering and design
- Active onX Offroad "Trail Guide Ambassador" in order to experience and design for Trail Guide content creators
- Innovates across iOS, Android and web apps through research, prototypes & user tests

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

- Created and implemented brand design system
- Designed website, blog, social media graphics and conference ads
- Visual elements for online platform and wallet app

AUG. 2017 - JAN. 2019 , OAKLAND

FOUNDING PRODUCT DESIGNER / TRADEFINDR

- Designed and prototyped Android and iOS app
- Created sketches, wireframes, and mockups
- Tested and validated multiple prototype iterations
- Built design system including logo, colors and fonts

APR. 2015 - AUG. 2016 , SAN FRANCISCO

ART DIRECTOR / NICE & COMPANY

- Designed agency website, reel and RFP pitch materials
- Developed trade and consumer ads, digital sweepstakes and social media contests