

ERIK MENCHES

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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 (XD, Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Animate, Acrobat,..), 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

AUG. 2017 - PRES.

DIGITAL DESIGNER STEALTH STARTUP, OAKLAND, CA

UI/UX and visual design for Android and iOS application
Designed online platform to complement mobile app
Responsive web design for marketing app and platform
Exploration and design of name and logo

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

2014 - 2015

DESIGNER GYRO, SAN FRANCISCO, CA

Created print, digital and experiential advertising campaigns
Designed landing pages, emails and invitations