

# SKILLS

Design thinking and creative idea generation  
Storytelling for user driven UI/UX design  
Development of online, broadcast and print campaigns  
Video production, website development and social media applications

# SOFTWARE

**WEB** | HTML5, CSS3, Wordpress, Webflow  
**DESIGN** | Adobe Creative Suite (Acrobat, After Effects, Dreamweaver, Flash, Illustrator, InDesign, Photoshop)  
**FILM** | Final Cut Pro, Adobe Premiere, Compressor  
**TECH** | Arduino, Leap Motion Controller, Tagtool



# ERIK MENCHES

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# 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  
*Marketing, Art Direction, Copywriting*

# AWARDS

2016 - **SCREENPLAY FESTIVAL SEMI-FINALIST**  
ScreenplayFestival - Drama Screenplay

2014 - **EDINBURGH CITY COUNCIL PRIZE WINNER**  
Smart Data Hack 2014

# PUBLICATIONS

2015 - **"THE SMOKING GUN"**  
Short Story - NovoPulp

2015 - **"DERELICT"**  
Short Story - Beyond Science Fiction

2013 - **"BLOODY STITCHES"**  
Short Story - Gothic City Press

# EXPERIENCE

Aug. 2016 - Pres.  
**FREELANCE DESIGNER - E + M DESIGN**  
Web & App Design - Startup in stealth mode (Oakland, CA)  
Infographic Design - Traackr (San Francisco, CA)  
Web Design - Back To The Roots (Oakland, CA)  
Art Direction - HIV Prevention Campaign (New York, NY)  
Logo Design - Gereldene's Tours (Singapore, SG)

Apr. 2015 - Aug. 2016  
**ART DIRECTOR - NICE & COMPANY, SAN FRANCISCO, CA**  
Designed agency website, RFPs and agency reel  
Created assets for social media campaigns including covers, posts and promotions  
Developed trade and consumer ads, digital sweepstakes and social media contests  
Built tradeshow assets including booths and posters  
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  
Responsible for video editing and effects

2013 - 2014  
**FILM EDITOR - ALEKSANDRA KOVAČ & ROMAN GORŠEK**  
Commissioned by MTV Award Winners

2011 - 2012  
**FREELANCE DESIGNER - COREBRAND, NEW YORK, NY**