

monika cook

Lead Product Designer

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EXPERIENCE

Neya Digital, LLC (neyadigital.com)

Founder & Lead Product Designer | Aug 2019 - Present

- Work with clients and their teams to create intuitive and useful mobile apps, web apps, and websites.
- Direct the visual and interaction design process with a team of experience designers, UX researchers, and developers.

CITY Furniture

Senior Digital Product Design Manager | Jul 2022 - Jul 2023

- Oversaw the Digital Product Design team; encouraged positive solutions, coached, mentored, and fueled their desire to grow within the field.
- Collaborated with product on a strategy for implementing Affirm financing on our site. A month after our Nov 2022 launch, checkout funnel conversion increased by 1.5%.
- Worked alongside UX Research to understand shopping behavior for customizable sofas/sectionals. We used that data to create a PDP configurator experience that increased our daily sectional revenue by 138% and our daily amount of sectional orders by 91% in it's first month.

Royal Caribbean Group

Product Designer | Oct 2019 - Apr 2020

Lead Visual Designer | Nov 2018 - Oct 2019

- Led the UX and UI efforts for employee app features
- Worked closely with product owners, business stakeholders, and engineers to ensure we were designing with industry best practices and user feedback in mind
- Brainstormed and executed on key features for our multi-platform employee apps
- Supported, advocated and adhered to accessibility standards

EDUCATION

Florida Intl. University

May 2016

B.B.A in Marketing
Communication Studies Minor

Design Lab

Mar 2020

UX: Interaction Design

Nielsen Norman Group

Jun 2025

Measuring UX & ROI

SKILLS

UX/UI Design
Responsive Design
Low to Hi-Fidelity Mockups
UX Research
Wireframing
Prototyping

Product Strategy
Figma
Accessibility Standards
Visual QA
Artificial Intelligence (AI)
Fluent in English & Spanish