



Product Designer blending research driven insight with strategic marketing knowledge to craft experiences that connect user needs with business goals.

EXPERIENCE

Jr. Product Designer @DZCO

SEPT 2024 - FEB 2025 ○ REMOTE CONTRACT

- Conducted early-stage user research to identify pain points in existing music streaming platforms and evaluate user openness to new discovery models.
- Helped design and administer user testing sessions for the MVP, synthesizing qualitative insights into actionable product recommendations.
- Collaborated with the Senior UX Designer and developer to spec interface components and ensure functional design handoff for implementation.
- Designed and iterated mobile wireframes in Figma, translating user insights into actionable design refinements.

Marketing Designer II @FLEXFIT

MARCH 2022 - SEPT 2023 ○ BREA, CA

- Conceptualized and executed national trade show booths and pop-up activations, from early-stage design sketches and fabricator coordination (EnK) to on-site installation and logistics.
- Supported brand partnerships with the World Surf League, Surf Ranch, and Rip Curl, contributing to sponsorship activations that reinforced Flexfit's presence in surf and lifestyle markets.
- Designed and managed digital assets for co-op advertising programs and e-commerce partner sites, ensuring brand consistency across major online retailers.
- Assisted in developing interactive booth experiences, including early UI prototypes and UX frameworks that enhanced client engagement at trade shows.

Marketing Designer I @Electric Bike Co.

MAY 2021 - MARCH 2022 ○ COSTA MESA, CA

- Managed social channels, writing, filming, and editing instructional and promotional multimedia that strengthened brand trust and improved customer onboarding.
- Launched an influencer affiliate program, negotiating content collaborations and custom bike shipments that organically expanded reach and user-generated content.
- Conducted UX research and Google Analytics audits to assess the e-commerce experience, identifying drop-off points and proposing design solutions to improve conversion.
- Produced wireframes and UX-oriented marketing prototypes for site enhancements, collaborating with Web Dev and SEO teams to translate insights into actionable updates.

EDUCATION

User Design Essentials

Certificate of Achievement

SMC ○ Santa Monica, CA

B.S. Business Admin

Fermanian School of Business

PLNU ○ San Diego, CA

TOOLS

RESEARCH

Hotjar

Dovetail

BRAINSTORMING

Figma

MIRO

Mural

ANALYTICS

Google Analytics

Looker Studio

Power BI

Mailchimp CRM

EMAIL AUTOMATION

Mailchimp

Constant Contact

PROJECT

MANAGEMENT

Slack

Jira

Monday

Trello

DESIGN

Figma

Webflow

Illustrator

InDesign

Photoshop

Procreate

Premier Pro

Cursor

CONTACT

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