



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

EXPERIENCE

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 documented interactive interface elements (including the dynamic icon pointer system) and produced patent-supporting product renders aligned with product strategy.

Marketing Designer II @FLEXFIT

MARCH 2022 - SEPT 2023 ○ BREA, CA

- Coordinated end-to-end trade show experience design for national booths, from persona-guided concept development and competitor benchmarking to FigJam ideation and layout planning.
- Managed design communication with fabricator EnK to ensure accurate build production and execution.
- Developed experiential activations for brand partnerships with clients, shaping attendee flow, user engagement touchpoints, and brand interaction within surf and lifestyle contexts.
- Designed and maintained co-branded digital assets for e-commerce partners and retail campaigns, enforcing visual consistency and improving clarity in product presentation across online storefronts.

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

DESIGN	PROJECT
Figma	MANAGEMENT
Webflow	Slack
Adobe Suite	Jira
Procreate	Asana
IDEATION	ANALYTICS
FigJam	Google
Miro	Analytics
	Looker Studio
USER RESEARCH	
Hotjar	
Dovetail	

CONTACT

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