PARKER MONROE

Product Designer bridging user research, strategy, and business to build meaningful experiences that connect user needs with business goals.

EXPERIENCE

Product Designer @DZCO

MARCH 2024 – AUG 2025 ○ REMOTE CONTRACT

- Conducted early-stage user research to identify pain points in music discovery and assess openness to new models.

- Designed and facilitated usability testing for the MVP, synthesizing qualitative insights into actionable product recommendations.

- Collaborated with Senior UX and engineering to spec interface components and support design handoff.

- Designed interactive UI elements and produced patent-supporting product renders aligned with 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

Figma
Webflow
Adobe Suite
Procreate

PROJECT MANAGEMENT

Slack
Jira
Asana

IDEATION

FigJam
Miro

ANALYTICS

Google Analytics
Looker Studio

USER RESEARCH

Hotjar
Dovetail

CONTACT

📞 949.500.9859

🌐 www.parkermonroe.me

✉ parkermonroe4@gmail.com

in www.linkedin.com/in/parkermon