

# PARKER MONROE



Product Designer with a background in marketing and growth, focused on early stage products, research-driven UX, and turning ambiguity into shippable MVPs.

## EXPERIENCE

### Product Designer @DZCO

MARCH 2024 - AUG 2025 ○ REMOTE CONTRACT

- Led early-stage user research to identify pain points in music discovery and assess openness to new models.
- Designed and facilitated MVP usability testing, synthesizing qualitative insights that directly informed iteration priorities and feature refinement.
- Partnered with Senior UX and engineering to define interface components and support clear, production-ready design handoff.
- Designed interactive UI elements and produced patent-supporting product renders aligned with product strategy and long-term vision.

### Marketing Designer II @FLEXFIT

MARCH 2022 - SEPT 2023 ○ BREA, CA

- 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.
- 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.

### Marketing Designer I @Electric Bike Co.

MAY 2021 - MARCH 2022 ○ COSTA MESA, CA

- Produced wireframes and UX-oriented marketing prototypes for site enhancements, collaborating with Web Dev and SEO teams to translate insights into actionable updates.
- 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 market research and Google Analytics audits to assess the e-commerce experience, identifying drop-off points and proposing design solutions to improve conversion.

## EDUCATION

### B.S. Business Admin

Fermanian School of Business

PLNU ○ San Diego, CA

### UX Design Essentials

Certificate of Achievement

SMC ○ Santa Monica, CA

## TOOLS

#### DESIGN & PROTOTYPING

Figma, Webflow, Adobe Suite, Procreate

#### RESEARCH & ANALYTICS

Hotjar, Dovetail, Google Analytics, Looker Studio

#### COLLABORATION & DELIVERY

FigJam, Miro, Slack, Jira, Asana

## CONTACT

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