PARKER MONROE

Product Designer with a background in UX research, digital strategy, and experience design. I specialize in translating user needs and business goals into intuitive digital products through research, prototyping, and iterative design.

EXPERIENCE

Product Designer @DZCO

MARCH 2024 – JAN 2026 ○ REMOTE CONTRACT

- Led 22 moderated usability sessions to identify friction in first-time user onboarding and inform human-centered product improvements.
- Synthesized user research insights into prioritized UX improvements that informed the product roadmap and improved onboarding clarity.
- Refined the product's interaction and visual design system to reduce cognitive load and enable rapid prototype validation in 2 weeks versus 4–5 months of engineering development.
- Produced product visualizations and experience concepts used in investor presentations and patent documentation aligned with long-term product strategy.

Marketing Designer @FLEXFIT

MARCH 2022 – SEPT 2023 ○ BREA, CA

- Designed immersive brand and product experiences that generated 3.2K+ qualified B2B leads across six events and strengthened strategic retail partnerships.
- Conducted UX and analytics audits across digital touchpoints to identify experience gaps and inform website improvements.
- Designed digital experiences and co-branded assets for e-commerce partners to maintain consistent product storytelling across platforms.
- Managed design handoff to fabrication partners to ensure accurate build production and execution.
- Conducted quarterly sell-through analyses across partner channels to evaluate product performance and inform merchandising and campaign strategy.

Marketing Designer @Electric Bike Co.

MAY 2021 – MARCH 2022 ○ COSTA MESA, CA

- Conducted user testing and referenced GA to identify e-commerce experience drop-off points and implement UX improvements resulting in ~12% engagement lift.
- Produced instructional YouTube and organic social content, driving ~25% engagement growth and ~80+ new subscribers per week.
- Built the first influencer affiliate program, coordinating partnerships and product shipments to expand reach and user-generated content.
- Produced digital and print marketing assets with external agencies to support website content, campaigns, and product storytelling.

EDUCATION

B.S. Business Admin

Fermanian School of Business

PLNU ○ San Diego, CA

UX Design Essentials

Certificate of Achievement (Honors)

SMC ○ Santa Monica, CA

TOOLS

DESIGN & PROTOTYPING

Figma, Webflow, Adobe Suite, Procreate

RESEARCH & ANALYTICS

Hotjar, Dovetail, Google Analytics (GA4), Looker Studio

COLLABORATION & DELIVERY

FigJam, Miro, Slack, Jira, Asana, Cursor, Claude Code, Codex

SKILLS

User Research · Usability Testing · Journey Mapping · Activation · Information Architecture · Prototyping · Wireframing · MVP Development Usability Testing · A/B Testing

CONTACT

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