

# PARKER MONROE



Product & Growth Designer with a background in marketing and UX, driving activation, engagement, and conversion for early-stage digital products through research, experimentation, and rapid MVP delivery.

## EXPERIENCE

### Product Designer @DZCO

MARCH 2024 - JAN 2026 ○ REMOTE CONTRACT

- Conducted 22 usability sessions to diagnose first-time user drop-off and validate UX insights.
- Identified key friction points and drove prioritized design changes that shaped the product roadmap.
- Refined the visual system to reduce cognitive load, enabling prototype validation in 2 weeks vs. 4-5 months of engineering.
- Supported investor discovery and produced patent-supporting product renders aligned with product strategy and long-term vision.

### Marketing Designer II @FLEXFIT

MARCH 2022 - SEPT 2023 ○ BREA, CA

- Coordinated immersive physical product experiences generating 3.2K+ qualified B2B leads across six events and contributing to repeat strategic partnerships.
- Performed website analytics review, competitive analysis, and UX evaluation to identify digital experience improvement opportunities.
- Designed and maintained co-branded digital assets for e-commerce partners and campaigns, driving conversion and brand consistency across online touchpoints.
- 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 I @Electric Bike Co.

MAY 2021 - MARCH 2022 ○ COSTA MESA, CA

- Conducted user testing, market research, and Google Analytics analysis to identify e-commerce drop-off points and implement site improvements, contributing to ~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

### AI Fluency Framework & Foundations

Certificate of Completion  
Anthropic ○ Online

## 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

## SKILLS

User Research · Usability Testing · Growth · Activation · Funnel Optimization · Lifecycle · GTM · Prototyping · Wireframing · SEO · A/B Testing · CRO

## CONTACT

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