

PARKER MONROE



Product Designer with a background in marketing. Focused on building intuitive digital products through research, experimentation, iteration, 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.
- Redesigned visual systems to reduce cognitive load, enabling prototype validation in 2 weeks vs. 4-5 months.
- Supported investor discovery and produced patent-supporting product renders aligned with product strategy and long-term vision.

Experiential Marketing Designer @FLEXFIT

MARCH 2022 - SEPT 2023 ○ BREAA, CA

- Designed and delivered 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.
- Designed immersive product experiences across six events, influencing user engagement and partner acquisition (3.2K+ qualified B2B leads)
- Performed a website analytics review, competitive analysis, and UX evaluation to identify digital experience improvement opportunities.
- 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

- Produced digital and print marketing assets to support website content, campaigns, and product storytelling.
- 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.

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, Procreate
InDesign, Illustrator

RESEARCH & ANALYTICS

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

COLLABORATION & DELIVERY

FigJam, Miro, Slack, Jira, Asana

SKILLS

User Research · Usability Testing ·
Interaction Design · Information
Architecture · User Flows ·
Prototyping · Design Systems ·
Product Discovery · A/B Testing

CONTACT

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