

## Parker Monroe | Product Designer

Product Designer with a background in marketing and analytics, focused on building intuitive, research-driven products. Applies an empirical approach, using user research and iteration to improve usability and drive adoption.

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### EXPERIENCE

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#### UX Designer

Mar 2024 – Jan 2026

DZCO | Remote Contract

*Spatial music discovery startup replacing linear menus with a mood-driven interface.*

- Redesigned the visual language to reduce cognitive load, enabling prototype validation in 2 weeks vs. 4–5 months.
- Conducted 22 usability sessions diagnosing first-time user drop-off, driving UX improvements increasing retention.
- Produced patent-supporting product renders leading to investor discovery.

#### Experiential Marketing Designer

Mar 2022 – Sept 2023

Flexfit | Brea, CA

*Global B2B headwear manufacturer partnering with sportswear and lifestyle brands.*

- Designed and delivered co-branded digital assets for e-commerce partners and campaigns, increasing conversion across partner channels.
- Designed immersive product experiences across six corporate events, generating 3.2K+ qualified B2B leads, including activations with the WSL, Kelly Slater's Surf Ranch, and Rip Curl.
- Redesigned site architecture by merging two separate e-commerce experiences into one unified flow, reducing bounce rate by 11.9% while increasing pages per session by 20%.

#### Marketing Designer

May 2021 – Mar 2022

Electric Bike Company | Costa Mesa, CA

*D2C e-bike manufacturer specializing in customizable products.*

- Conducted user testing, market research, and Google Analytics data to identify e-commerce drop-off points, implementing site improvements that drove ~12% engagement lift.
- Produced instructional YouTube and organic social content, increasing engagement by ~25% and generating 80+ new subscribers per week.
- Launched the company's first influencer affiliate program, coordinating partnerships and product shipments to expand reach and drive user-generated content.

### SKILLS

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- **Design & Prototyping:** Figma, Webflow, Procreate, Illustrator, Wireframing, Interaction Design
- **User Research & Testing:** Usability Testing, Interviews, Journey Mapping, Personas, Dovetail
- **Analytics & Optimization:** Google Analytics (GA4), Looker Studio, Hotjar, A/B Testing, Conversion Optimization

### EDUCATION

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Santa Monica College | Santa Monica, CA

UX Design Essentials, Certificate of Achievement (GPA 4.0)

Point Loma Nazarene University | San Diego, CA

B.S. Business Administration, Global Business