

# monika cook

Senior Product Design Manager

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## EXPERIENCE

### CITY Furniture

Senior Digital Product Design Manager | Jul 2022 - Present

- Oversee the Digital Product Design team; encourage positive solutions, coach, mentor, and fuel their desire to grow within the field
- Collaborated with product on a strategy for implementing Affirm financing on our site. After Nov 2022 launch, we saw our checkout funnel conversion increase by 1.5%
- Worked alongside UX Research to understand shopping behavior for customizable sofas/sectionals. We used that data to create a PDP configurator experience that increased our daily sectional revenue by 138% and our daily amount of sectional orders by 91% in it's first month

### Neya Digital, LLC

Founder & Principal Product Designer | Aug 2019 - Present

- Work with clients and their teams to create intuitive and useful mobile apps, web apps, and websites
- Direct the visual and interaction design process with a team of experience designers, UX researchers, and developers

### Royal Caribbean Group

Product Designer | Oct 2019 - Apr 2020

Lead Visual Designer | Nov 2018 - Oct 2019

- Led the UX and UI efforts for employee app features
- Worked closely with product owners, business stakeholders, and engineers to ensure we were designing with industry best practices and user feedback in mind
- Brainstormed and executed on key features for our multi-platform employee apps
- Supported, advocated and adhered to accessibility standards

## EDUCATION

### Florida International University

May 2016

B.B.A. in Marketing

Communication Studies Minor

### Design Lab

Mar 2020

UX: Interaction Design

## SKILLS

UX/UI Design

Responsive Design

Low to Hi-Fidelity Mockups

UX Research

Wireframing

Prototyping

Product Strategy

Sketch

Figma

Adobe CC (XD, Photoshop, Illustrator)

Visual QA

Fluent in English & Spanish