

Rose Monga

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SUMMARY

Product strategist with 7+ years across consumer product, behavioral research, and growth strategy. Founder of a live consumer financial wellness product with paying subscribers. Years inside one of the world's most-cited research and analytics organizations translating behavioral science into product decisions. Operate at the intersection of how people actually behave, what the business needs, and what to build next.

EXPERIENCE

Founder & Product Strategist, Ta Vie Finance

Chicago, IL · 2025 – Present

Founded and shipped a consumer financial wellness product live on iOS and the web, operating end-to-end across product, design, engineering coordination, and marketing, with paying subscribers and 38% of users active daily.

- Identified an underserved market segment overlooked by major competitors and built positioning, brand, and product strategy around it.
- Defined the retention thesis (users who cross day 30 face switching costs that make migration irrational) and made every design, copy, and feature decision ladder to that single metric.
- Built and defended pricing strategy with a freemium model and deliberately deferred annual billing, structured to surface the retention data the product was designed to test.
- Made the security-first call to delay bank integration until tokens could be properly secured, prioritizing user trust over launch timeline.

Growth Product Designer, Gallup

Chicago, IL · 2021 – Present

Lead strategic UX initiatives across Gallup's digital ecosystem, focused on discovery, client growth, and translating behavioral research into product experiences.

- Led optimization for Answer Engine Optimization as search behavior shifted after Google AIO's May 2024 launch, driving AI-referral traffic to Gallup pages up nearly 950% at peak.
- Led consolidation of fragmented client research pages into a unified hub, reducing per-report design and development hours, increasing inbound client requests for inclusion, and creating a scalable system for translating research into client-facing experiences.
- Identified and shipped an internal AI-powered creative tool after evaluating external vendors against image-licensing constraints, eliminating external tool costs and freeing graphic and UX hours across multiple internal teams.

Product Manager, NellsCosmetic

Monee, IL · 2019 – 2021

Led product strategy for a family-owned skincare brand, defining product vision and launch strategy across multiple SKUs.

- Drove a 27% revenue increase through repositioning and product strategy work.
- Led the launch of three new products informed by market research and competitive analysis.
- Established user research processes that informed positioning and product improvement decisions.

PUBLICATIONS

In Their Shoes: Ongoing essay series on the gap between how products are designed and how people actually behave, spanning product strategy, behavioral science, and AI. Published at rosemonga.com.

Selected essays: *UX for the Invisible User* (designing for AI as an emerging audience), *Your Best Product Research Is Happening Without You* (client-facing teams as untapped signal), and *Not Every AI Product Needs the Same Chat Interface*.

EDUCATION & LANGUAGES

B.S. General Science, University of Nebraska Omaha

Languages: English (Fluent) · French (Fluent) · Spanish (Elementary)