



Melanie Tabroff

Product Designer + UX Researcher + Dreamer

Contact

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Skills

Design

Personas
Prototyping
Sketching
Task Flows
User Flows
User Journeys
Wireframing

Research

A/B testing
Affinity Mapping
Card sorting
Competitive Analysis
Focus Groups
User interviews
User Surveys
Usability testing

Development

HTML/CSS
JavaScript

Growth Product Designer, Policygenius

September 2020 - Present • Fulltime

Partner with PM and engineering to identify and prioritize key page-level optimization experiments for mobile, tablet and desktop. Lead end-to-end discovery and design. Maintain and contribute features to growing design system to ensure consistency across experiences and high level of quality.

Lead Product Designer, Beta Acid

July 2020 - Present • Contract

Led end-to-end discovery and high-fidelity wireframes for consumer apps in food and beverage (The Little Beet, Melt Shop, & Fields Good Chicken). Created design system to be used across all three brands. Managed stakeholder relations and handed off designs to contract designers & engineer for implementation.

Product Designer, Trialspark

December 2019 - May • Fulltime

Worked on optimizing UX of Pilot, the platform for research professionals running end-to-end clinical trials. Collaborated with designers, engineers, and PMs to understand engineering complexity, define MVPs, and ensure product excellence through launch and iteration.

Product Designer, Handy (Contractor)

May - September 2019 • Contract

Worked with PMs, designers, and engineers across company-wide initiatives touching web and mobile web (both consumer and provider apps). Created processes around ongoing user research and introduced new methods (e.g. Focus Groups). Collaborated with team of three on new Web style guide.

UX Designer & Researcher, Youhue

April 2017 - January 2019 • Contract

Worked with founder across UX research, branding, and marketing initiatives. Created wireframes and user flows for iOS app. Designed marketing email templates via Mailchimp and helped with customer support.

Education

Bloc, UX/UI Design & Frontend Development, 2017-2018

George Washington University, BS in Biological/Cognitive Sciences, 2015

University of Amsterdam, Social Sciences, 2014