



# Melanie Tabroff

*Deep thinker with a knack for understanding people. I care about designing products that are as useful as they are beautiful and engaging.*

## CONTACT

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## SKILLS

### Design

Personas  
storyboarding  
User Journeys  
Task Flows  
Wireframing  
Interactive Prototyping  
Branding

### Research

User Interviews  
Usability testing  
Card sorting  
User surveys  
Facebook marketing

### Development

HTML/CSS  
JavaScript

## TOOLS

Sketch  
Figma  
inVision  
Principle  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Keynote  
Github

## EXPERIENCE

### YouHue EDU, Freelance UX Researcher

May 2017 - Present • New York, NY

Work on projects across content, branding, UX/UI. Conduct FB marketing campaigns, surveys, A/B tests. Conduct interviews with educators to understand needs and utilize insights for marketing materials, content creation, and brand communication strategy. Redesigned teacher dashboard to better convey data.

### Journey Meditation, Freelance UX Researcher

June - July 2018 • New York, NY

Led month-long research study on preference towards live virtual guided group vs. individual audio meditations with employees at Macy's, Viacom, & Duff & Phelps. Interviewed and surveyed participants. Presented findings to key stakeholders.

### SWARM, Strategy and Operations Associate

March 2016 - May 2017 • New York, NY

Created content, designed and launched weekly newsletter "tech n such." Managed initial client calls to understand needs, tracked data in CRM, and assisted in writing proposals and SOWs. Collaborated with product managers, internal and external stakeholders, and designers to ensure projects ran smoothly and on schedule.

## EDUCATION

### Bloc, UX Design & Front-end Development

June 2017 - Aug 2018 • Online

### George Washington University, BS Biological Sciences

September 2011 - May 2015 • Washington, DC

Minor in Cognitive Psychology. GPA 3.89, Summa Cum Laude

### University of Amsterdam, Social Entrepreneurship

September - Dec 2014 • Amsterdam, NL