

Melanie Tabroff

Product Designer + UX Researcher

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

Development

HTML/CSS
JavaScript

Experience

Product Designer, Trialspark

December 2019 - Present

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

Product Designer, Handy

May - September 2019

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.

Freelance Designer, League Apps

February - May 2019

End-to-end design and development of custom Wordpress websites for Sports League organizers. Worked with product marketing on ad-hoc basis.

Freelance UX Designer & Researcher, Youhue

April 2017 - January 2019

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.

UX Research Consultant, Journey Meditation

March - April 2018

Led and conducted a 5-week research study on preference towards audio vs live group virtual guided meditation. Participants included employees from Macy's, Duff & Phelps, and Viacom. Reported findings to key stakeholders.

Education

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

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

University of Amsterdam, Social Sciences, 2014