

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
Card sorting
Competitive Analysis
Focus Groups
User interviews
User Surveys
Usability testing

Development

HTML/CSS
JavaScript

Experience

Junior Product Designer, Handy May 2019 - Present

Work with Product Managers, Designers and Engineers across company-wide initiatives touching mobile (iOS and Android), web and mobile web (both consumer and provider apps). Create process around ongoing user research and introduced and tested new methods (eg Focus Groups). Collaborated with team of three on new Web style guide.

Freelance Web Designer, League Apps February - May 2019

Worked directly with Sports League organizers to build custom Wordpress websites. Worked with product marketing on ad-hoc basis.

Freelance Illustrator, Trim February - May 2019

Created a wide range of creative millennial-targeted Facebook ads to test product-market fit within financial tech space. Worked directly with marketing and product to ensure strategy was aligned.

UX Designer & Researcher, Youhue EDU April 2017 - January 2019

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

Contract UX Researcher, Journey Meditation March - April 2018

Led and conducted 5-week research study on preference towards audio vs live group virtual guided meditation in the context of the workday. 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 Entrepreneurship, 2014