



Melanie Tabroff

Product Designer // Research + UI/UX

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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.

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 a 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, designers, internal & external stakeholders to ensure projects ran smoothly and on schedule.

Nestio

Business Development Associate

September 2015 - February 2016 • New York, NY

Created lead generation pipeline for New York & DC markets. Managed demo accounts for prospective clients. Collaborated with data science team on special projects.

APPLIED SKILLS

Design

Personas
Prototyping
Storyboarding
Task Flows
User Journeys
Wireframing

Research

A/B testing
Card sorting
Facebook marketing
User interviews
User Surveys

Development

HTML/CSS
JavaScript

EDUCATION

Bloc,

UX/UI Design & Front-end Dev

George Washington University,

BS Biological Sciences, Cognitive

University of Amsterdam,

Social Entrepreneurship

TOOLS

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