



# 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  
Usability testing

### Development

HTML/CSS  
JavaScript

## Product Designer, Trialspark

December 2019 - May 2020

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