

# 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). Created process around ongoing user research, introduced new methods (eg Focus Groups), and collaborated 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 May 2018 - January 2019

Worked directly with founder on branding, UX design, and research initiatives. Led email marketing via Mailchimp and ongoing customer support.

### Contract UX Researcher, Journey Meditation February - May 2019

Led and conducted 5-week research study on preference towards audio vs live group virtual guided meditation in the context of the workday. Worked with large companies, like Macy's, Duff & Phelps, and Viacom. Reported findings to key stakeholders.

## Education

George Washington University, BS in Biological/Cognitive Sciences, 2015  
University of Amsterdam, Social Entrepreneurship, 2014  
Bloc, UX/UI Design & Frontend Development, 2017-2018