



Melanie Tabroff

product designer • systems lover • team player

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, Policygenius

September 2020 - Present

Partner closely with PMs, engineers, and cross-functional teams to identify and prioritize key customer problems, their solutions and a path to making them a reality. Leverage both quant and qual data to inform and validate hypotheses. Lead end-to-end discovery and design. Maintain and contribute to growing design system to ensure consistency across experiences.

Lead Product Designer, Beta Acid

June - September 2020

Led end-to-end discovery and delivery of high-fidelity wireframes for consumer apps in food and beverage (The Little Beet, Melt Shop, Fields Good Chicken & Le Pain Quotidien). Created design system to be used across all four brands. Managed stakeholder relations and handed off designs to contract designers & engineers for implementation. Designed and delivered app store assets for each brand (Google Play & App store).

Product Designer, Trialspark

December - May 2019

Worked on optimizing UX of Pilot, the platform for research professionals running end-to-end clinical trials. Collaborated 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.

Education

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

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

University of Amsterdam, Social Sciences, 2014