



Melanie Tabroff

Contact

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Education

George Washington University,
2011-2015,

Major: Biological Sciences,
focus in cognitive neuroscience
Minor: Psychology

Bloc, 2017-2018

UX/UI Design & Frontend
Development

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

Senior Product Designer, Titan

April 2022 - Present

Currently I am the creative lead for the Growth squad at Titan, though my work is not limited to traditional growth initiatives. I am responsible for designing solutions across platforms (mobile ios/native and desktop) and actively contribute to our design system.

Some projects include: (1) streamlining top-of-funnel flows (e.g. from onboarding to making a first investment), (2) collaborating closely with brand and marketing on go-to-market strategy (e.g. introducing new products and designing the UX to enable users to explore and invest in those products), and (3) re-designing our foundational money-movement flows (e.g. investing, withdrawing, setting up recurring deposits, etc.) to improve client trust.

Product Designer, Policygenius

September 2020 - April 2022

I worked on consumer-facing products at Policygenius, spending my first year supporting two squads (Content and Relationship) and my last 6 months on Growth. My work directly supported our company-wide initiative to shift perception of Pg as a transactional product to be more of a relationship-oriented service.

On Content, I helped design templated articles and features aimed at driving client acquisition (e.g. think insurance quizzes & calculators). On the Relationship team, I helped design the dashboard used by clients to track progress of their insurance applications and easily shop for other products. This work involved systems designs, as I was tasked with creating scalable components for teams to use to promote their products. On Growth, I worked on optimizing top-of-funnel flows to drive more clients to connect with our in-house insurance agents and apply for life insurance.

Lead Product Designer, Beta Acid

June - September 2020

I led end-to-end discovery and delivery of high-fidelity designs 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 four brands. Designed app store assets for each brand (Google Play & App store).

Product Designer, Trialspark

December 2018 - May 2019

I worked on our internal tool (called Pilot) used by research coordinators to conduct end-to-end clinical trials. I paired closely with a lead designer and PMs to understand engineering complexity, define MVPs, and ensure product excellence through launch and iteration.

Product Designer, Handy

May - September 2019

I worked primarily on top-of-funnel initiatives, pairing closely with Growth PMs and engineers on features touching web and mobile web.