

# Hi! I'm Melanie Tabroff

Passionate about people  
and good design

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## SKILLS

### Design

Personas  
Storyboarding  
User Journeys  
Task Flows  
Wireframing  
Interactive Prototyping  
Branding

### Research

User Interviews  
Usability testing  
Card sorting  
User surveys  
Facebook marketing

### Development

HTML/CSS  
JavaScript

## TOOLS

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

## 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.

## EDUCATION

### Bloc, UX Design & Front-end Development

June 2017 - Aug 2018 • Online

### George Washington University, BS Biological Sciences

September 2011 - May 2015 • Washington, DC

Minor in Cognitive Psychology. GPA 3.89, Summa Cum Laude

### University of Amsterdam, Social Entrepreneurship

September - Dec 2014 • Amsterdam, NL