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

Senior Product Designer, Titan

April 2022 - Present

Work hand-in-hand with our consumer-facing product teams to shape, collaborate, and contribute to an ever-growing suite of financial products. Skillfully leverage product, interaction, and visual toolkit to drive Titan and users toward a best-in-class experience. Collaborate cross-functionally with a tight-knit group of product and engineering peers. Execute on the product roadmap and help define product strategy.

Product Designer, Policygenius

September 2020 - April 2022

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. Own the user experience from problem discovery to solution delivery. Advocate for better product processes and actively contribute to product roadmap. Maintain and contribute to growing design system.

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 communications. Designed and delivered app store assets for each brand (Google Play & App store).

Product Designer, Trialspark

December 2018 - 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. Created new processes for continuous discovery and introduced new research methodologies (e.g. Focus Groups).

Education

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