

Hi! I'm Melanie Tabroff

Passionate about people
and good design

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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.

SKILLS

Design

Personas

Storyboarding

User Journeys

Task Flows

Wireframing

Interactive Prototyping

Branding

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.

Research

User Interviews

Usability testing

Card sorting

User surveys

Facebook marketing

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