

# Melanie Tabroff

NYC-Based Product Designer



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## Experience

### Senior Product Designer, Titan

April 2022 - Present

Titan is democratizing the investment management space. I lead design across multiple moments in a client’s journey, from onboarding to discovering new products to making an investment.

Projects I’m proud of: (1) leading design for Smart Cash, our most successful launch yet (2) re-designing our strategy and account-level charts to improve engagement and client trust (3) collaborating with finance to launch our monetization plan to reduce churn (4) re-designing our foundational money-movement flows (e.g. investing, withdrawing, setting up recurring deposits, etc.) to improve ease of use and efficiency.

### Product Designer, Policygenius

September 2020 - April 2022

Policygenius is an online marketplace for insurance. I led design for the platform that clients use to keep track of their insurance application, focusing on improving client retention. I also worked on Growth, optimizing the onboarding flow 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 Quotidian). Created a single design system to be used across four brands. Designed app store assets for each brand (Google Play & App store).

### Product Designer, Trialspark

December 2019 - May 2020

I worked on our internal CRM and data tool used by research coordinators to conduct end-to-end clinical trials. I paired closely with a lead designer and PM 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.

## Education

### George Washington University

2011-2015

GPA: 3.9 / 4.0  
Major: Biological Sciences, Cognitive Neuroscience  
Minor: Psychology

### Bloc

2017-2018

UX/UI Design & Frontend Development  
(HTML/CSS, JavaScript)

## Skills

User-Centered Design  
Responsive Design  
Design Systems  
Prototyping  
Wireframing  
User Flows  
User Research  
Usability Testing

## Fun

I play classical piano  
I play pickleball  
I run long distances