

Hi! I'm Melanie Tabroff

Passionate about people
and good design



www.melanietabroff.com

mtabroff@gmail.com

(508) 451-7008

TOOLS

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

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

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 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