Melanie Tabroff

NYC-Based Product Designer

melanietabroff@gmail.com
melanietabroff.com

Experience

Lead Product Designer, Somethings

Jul 2025 - Feb 2026

Led product design at a seed-stage teen mentorship and mental health startup, re-architecting the product from a clinical chat tool into a shared “Hub” centered on connection.

- Defined product strategy and information architecture across teen chat, shared spaces, and mentor–teen interactions.
- Led design for the Hub experience and core interaction model to increase early engagement and strengthen teen–mentor relationships. Teens who used the Hub exchanged 50%+ more messages and reported feeling more connected.
- Partnered closely with product, engineering, and leadership to evolve the product vision and ship a new system centered on connection.

Product Designer (Freelance), Allara Health

May - Jun 2025

Built a design system for a telehealth platform serving women with hormonal and metabolic conditions.

Lead Product Designer, Titan

Jan 2025 - Mar 2025

Guided the design team through a strategic pivot, evolving Titan from a DIY investing platform to a fully managed experience. Led a vision prototype and UXR sessions to align leadership on the next evolution of Titan’s advisor-forward mobile app. Mentored and supported a team of designers, fostering collaboration and consistency across the product.

Senior Product Designer, Titan

Apr 2022 - Dec 2024

Owned end-to-end design across the client journey, crafting a human and intuitive investing experience.

Projects I’m proud of:

- Led design with COLLINS to integrate Titan’s brand system across the product.
- Designed and launched Smart Cash, which reached over 30% of Titan’s AUM within its first year.
- Redesigned strategy and account charts to improve engagement and clarity.
- Partnered with finance on a monetization strategy that reduced churn by ~16%.
- Overhauled investing, withdrawal, and deposit flows to improve usability.

Product Designer, Policygenius

Sep 2020 - Apr 2022

Led design for the client platform used to track insurance applications, focusing on retention and cross-sell opportunities. Built a scalable component system supporting cross-selling across teams and optimized onboarding flows to increase connections with in-house insurance agents.

Lead Product Designer, Beta Acid

Jun - Sep 2020

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

Dec 2019 - May 2020

Designed internal tools supporting clinical trial operations.

Education

George Washington University

2011-2015

GPA: 3.9 / 4.0
Major: Biological Sciences
Minor: Psychology

Bloc

2017-2018

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

Skills

AI-Assisted Prototyping (Claude Code, Cursor, ChatGPT)
Design Systems
Interaction Design
User Research
Product Strategy

Fun

Certified yoga teacher (RYT-200)
Classical piano (6+ years)
Active in NYC’s pickleball scene
Ran the 2025 TCS NYC Marathon