

Michelle Trame // Experience Designer

Education

Austin Center for Design

Design Strategy

Aug 2019 - May 2020

UCLA

Geography: Cartography focus

Sept 2002 - Dec 2006

Skills

Discovery / generative research

Product strategy

Prototyping

Wire framing

Usability testing

Design sprint facilitation

Tools

Sketch & Figma

Adobe CC (Illustrator & XD)

Confluence / Jira / Github

Conferences

Interaction 23 Switzerland

interaction23.ixda.org/speakers/michelle-trame

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www.michelletrame.com

Selected Work Experience

Service Designer

PepsiCo | 2024-present

Employee financial modeling tools and DTC software.

Lead Product Designer

REI Co-op | 2022-2024

Lead designer and researcher for two employee-facing software products and workflow process, one for order fulfillment and one for bike/ski shop operations.

Product Designer / Strategist

AT&T | 2020-2022

Internal design strategy innovation studio for new technology and products, with particular emphasis on omni-channel billing experience design.

Experience Designer & Researcher

Vouch | 2019-2020

Rapid prototyping of an online friends and family lending platform.

Partnered with a micro-finance non-profit to research the economic lives of financially marginalized populations.

Interaction Designer & Researcher

Austin Parks Foundation | 2019-2020

Generative design research with park users in Austin to discover latent needs.

Developed design criteria to address issues of inclusion in public green space.

UX Designer

Inside the Test | 2019

Market research and user research to develop an understanding of testing frameworks and paradigms. Created user flows and wireframes for an iOS app.

Strategy Consultant

Last Minute Gear | 2018-2019

Defined sustainable growth strategies for an early-stage outdoor retail startup.

Co-Founder / Designer

Constellation Outdoor Education | 2015-2018

Built a roadmap for all digital assets and worked with developers and designers to implement new features that drove dramatic increases in revenue, sales conversions and customer happiness.

Experience Design Lead

Hack Reactor | 2014-2015

Design of all aspects of the student experience (instructional and programmatic).

Collaboration with product and engineering teams to develop software for students and instructors.

Freelance Web Developer | 2016-2020

Wilderness Expedition Leader | 2006-2020

Middle School & High School STEM Teacher | 2012-2019

Cartographer (Freelance and In-House) | 2007-2013