

Michelle Trame

Design Strategist

Education

Austin Center for Design

Design Strategy

Aug 2019 - May 2020

UCLA

Psychology & Geography

Sept 2002 - Dec 2006

Skills

User Research

Service Design

Experience Design

Low to high fidelity
prototyping

Wireframing

Usability testing

Product strategy

Entrepreneurship

Spreadsheet superhero

Tools

Sketch & Figma

Adobe CC (Illustrator & XD)

HTML, CSS & Github

Webflow / WordPress /

Squarespace

Contact

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Selected Work Experience

Co-Founder / UX Researcher

Vouch | 2019-present

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

Rapid prototyping of an online friends and family lending platform.

Service Researcher and Designer

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 Researcher and Designer

Inside the Test | 2019-2019

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 strategies for sustainable expansion into adjacent markets for an early-stage outdoor retail startup.

Developed partnerships opportunities to address supply constraints, expansion of marketing partnerships and creation of affiliate marketing plan.

Co-Founder / Experience 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.

Led the acquisition of Backcountry Babes and transforming the assets of a failing company to a sustainable, high-growth business. Built out and managed a team of industry-leading professionals.

Student 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 student- and instructor-facing software.

Wilderness Expedition Leader | 2006-2020

Middle School & High School STEM Teacher | 2012-2019