

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

Contact

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www.michelletrame.com

Selected Work Experience

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