Michelle Trame

Interaction Designer

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

michelle.trame@gmail.com
www.michelletrame.com

Selected Work Experience

Co-Founder / Product Designer
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.

Interaction 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.

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