

Michelle Trame

PRODUCT DESIGN AND INNOVATION LEADER

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Collaboration-loving product designer with 10+ years of experience across education technology, enterprise software, and consumer products. I bring a research-first approach to every project — not just to reduce friction, but to find the joyful moments worth designing toward.

EXPERIENCE

Senior Product Designer Sept 2024 – Present
Instructure (Canvas)

- Designing Canvas LMS tools for teachers and instructional designers, using AI-native tools including Pencil and Claude Code to accelerate design iteration, compress research synthesis, and prototype directly in code, cutting the gap between concept and testable artifact.
- Conducting end-to-end user research, interaction design, and usability testing in close collaboration with engineering and product teams.
- Focused on educator workflows and the intersection of pedagogy and product design.

Service Designer 2024
PepsiCo

- Designed employee financial modeling tools and direct-to-consumer software for an internal innovation team.

Lead Product Designer 2022 – 2024
REI Co-op

- Led design and research for two employee-facing software products — an order fulfillment workflow tool and a bike/ski shop operations platform.
- Ran generative and evaluative research with retail store teams across multiple locations, translating findings into product requirements and interaction designs.
- Collaborated with engineering, operations, and senior leadership stakeholders to ship both products.

Product Designer & Strategist 2020 – 2022
AT&T

- Embedded in AT&T's internal design innovation studio, designing new technology products and services with a focus on omni-channel billing experience.
- Prototyped and tested new concepts across web, mobile, and physical touchpoints; led user research with AT&T customers.

Experience Designer & Researcher 2019 – 2020
Vouch

- Led product design for a peer-to-peer lending platform for friends and family, from generative research through iterative prototyping and usability testing.
- Partnered with a micro-finance non-profit to conduct research on the financial lives of marginalized populations.

Interaction Designer & Researcher 2019 – 2020
Austin Parks Foundation

UX Designer, In the Test 2019 Experience Design Lead, Hack Reactor 2014-2015
Co-Founder / Designer, Constellation Outdoor Education 2015-2018 Freelance Web Developer 2016-2020
Wilderness Expedition Leader 2006-2020 STEM Teacher (Middle & High School) 2012-2019 Cartographer 2007-2013

SKILLS

Generative & evaluative research, usability testing, interaction design, information architecture, prototyping & wireframing, product strategy, service design, design sprint facilitation, journey mapping, cross-functional collaboration

TOOLS

Figma / FigJam / Figma Make
Pencil
Claude Code
Confluence & Jira
GitHub

EDUCATION

Austin Center for Design
Design Strategy, 2019-2020
UCLA
Geography: Cartography, 2002-2006
Interaction 23 Switzerland
Speaker