

# Product Designer Kit

*A guide to our team, roles, expectations, and values*

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**TRUNK CLUB**

# Product Design Roles

*Defining our day to day; shaping our careers for tomorrow*

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**TRUNK CLUB**



# Associate Product Designer

IC 1 & INTERNS

An Associate Product Designer at Trunk Club flexes their fundamental skill sets by contributing designs to a variety of scoped projects. They practice the various crafts involved with designing software, eagerly seeking feedback on their work.

You're an Associate Product Designer at Trunk Club when...

## Core Design Skills

You've got a knack for two of these skills, learning how all of these connect come together to shape products.

### Research

*Methodologies, synthesis, opportunities*

### Writing

*Interface copy, notifications and emails, project documentation, public articles*

### User Interfaces

*Interface patterns, best practices*

### Information Architecture

*Message hierarchy, interface arrangement*

### Interaction Design

*User flows, interface micro-interactions*

### Visual Design

*Layout, typography, color, rhythm*

### Prototyping

*Varying fidelities, paper to code*

## Scope of Work

You work closely with the design lead and product managers to tackle well-defined features along with meaningful maintenance and improvement work.

## Responsibilities

You build your vocabulary of design patterns, exploring possibilities as you flesh out a wealth of ideas. You actively seek feedback and guidance from other designers on your projects. You continue to learn about the different core design capabilities and practice them in your explorations. You play an active role in other designers' work—from research to asset production.

## Communication

You practice writing through internal communications, including updating project briefs to sharing progress with your teams in email and group chats. You're comfortable sharing and articulating the reasons behind your design decisions. You kick off your own feedback sessions with other designers. You help designers and product managers put together presentations and demos.

## Guidance

You'll work closely with your design lead to manage the work on your plate. Product

managers are your trusted advisors in understanding what your design challenges are. Your design lead and product managers can offer ideas of which paths to explore in your work. Senior designers bring you along the product development cycle and share their work processes for you to study from.

## Leadership

You are an ambassador of design within the company. You exhibit leadership through proactively looking for opportunities to help the multiple teams you work with. You help cross-functional teams understand what we do on the product design team.



# Product Designer

IC 2

A Product Designer is at the heart of exploring design for new features and improvements to our software products. As their craft sharpens, they're expanding their understanding of the business as well as the product development process.

You're a Product Designer at Trunk Club when...

## Core Design Skills

You're great at three of these skills within product design. You're racing your strengths and training your weaknesses.

### Research

*Methodologies, synthesis, opportunities*

### Writing

*Interface copy, notifications and emails, project documentation, public articles*

### User Interfaces

*Interface patterns, best practices*

### Information Architecture

*Message hierarchy, interface arrangement*

### Interaction Design

*User flows, interface micro-interactions*

### Visual Design

*Layout, typography, color, rhythm*

### Prototyping

*Varying fidelities, paper to code*

## Scope of Work

You have a strong understanding of the design system for one of our many products. Within that product, your design work is focused on a few key areas of that experience. As you balance a range of new features, experiments, and maintenance, you regularly look for opportunities to learn about the rest of our design systems and understand their connections to your own lines of work.

## Responsibilities

You lead the way on broad feature design. Research informs your sketches, where you explore a wide variety of interface patterns. You turn those sketches into the appropriate fidelity prototype to articulate user flows for our product management and engineering teams to discuss and share feedback. You synthesize feedback, iterate, and improve on your design work. You're responsible for delivering high-quality, well-documented designs to be developed. You're flexible and work with engineers to adjust our designs to cater to technical constraints. You support our engineering teams through to the finish line, studying how designs are implemented.

## Communication

You're considered a great collaborator by our neighboring teams. You exhibit organization and thought clarity in your project briefs. You can speak confidently about your current work to stakeholders, deftly articulating your thoughts and decisions. You support your product manager in putting together demos and company-wide presentations and prime yourself for giving presentations yourself.

## Guidance

You work closely with product manager to understand the scope of your projects, and together set expectations on what to deliver. You bounce ideas and gather feedback from the design team and lead, as well as collaborators outside of our team. Your design lead helps you with your workload and finds you opportunities to practice different skills.

## Leadership

The product team relies on you to lead the way on design conversations. You take Associate Designers under your wings. You share tips, trends, and techniques with our tech teams to keep us current in design.



# Senior Product Designer

IC 3

A Senior Product Designer is an expert in several crafts of design, serving as a trusted partner to our product and engineering teams. With a broader scope of work, they exhibit leadership through peer mentorship and guiding teams through undefined territory.

You're a Senior Product Designer at Trunk Club when...

## Core Design Skills

You're an expert in at least five of these skills within product design. You're equal parts student, teacher, and practitioner.

### Research

*Methodologies, synthesis, opportunities*

### Writing

*Interface copy, notifications and emails, project documentation, public articles*

### User Interfaces

*Interface patterns, best practices*

### Information Architecture

*Message hierarchy, interface arrangement*

### Interaction Design

*User flows, interface micro-interactions*

### Visual Design

*Layout, typography, color, rhythm*

### Prototyping

*Varying fidelities, paper to code*

## Scope of Work

You have an intimate understanding of our products and design systems. Your focus expands from part of an experience to an entire product itself. You understand how your work may create new challenges and address them accordingly. You welcome additional projects on your plate and context switch between them effortlessly.

## Responsibilities

Whether it's with a product manager or on your own, you help define new design projects and add clarity to lines work in need of direction. You disseminate which design iterations our team should execute on. You encourage industry-standard working processes for our teams to run efficiently. All the while, you continue to deliver your own polished, thoughtful, production-ready designs and prototypes for multiple projects. You're instrumental in the design-engineering relationship, acting as their partner and moonlighting as QA.

## Communication

You're great at articulating difficult concepts through writing—including live chat. You share team-wide progress that informs and inspires junior team mates and executives alike. You can hold a room in person and

speaking confidently about our team's work, sharing discoveries and insights during reviews, demos, and company-wide gatherings. You offer supportive feedback on other designers' work. You facilitate collaboration and critical discourse about our work with people outside of design.

## Guidance

Without their supervision, design leadership and director-level stakeholders rely on you to partner with product managers and engineering managers in starting and delivering new features and initiatives involving design. You take it upon yourself to solve questions and situations you don't yet have the answer for, seeking guidance and advice from leadership when you've exhausted all ideas. Leadership helps you connect the dots from our work to business goals, leaning on you for progress on all of your projects and initiatives.

## Leadership

People seek your advice in design-related matters. Your senior voice provides mentorship to peers and offers confident recommendations to our product teams. In and out of the office, you're considered an integral part of Trunk Club who levels up our design team and culture.



# Design Lead

IC4 & M1

A Design Lead has mastered most of the crafts required to design software products. The business considers them a trusted design adviser, teacher, and maker. They find opportunities for design to make a big impact on business goals—and deliver on it.

You're a Design Lead at Trunk Club when...

## Core Design Skills

You've mastered at least six of these core skills within product design. The business leans on you to elevate these capabilities within design, product, and engineering.

### Research

*Methodologies, synthesis, opportunities*

### Writing

*Interface copy, notifications and emails, project documentation, public articles*

### User Interfaces

*Interface patterns, best practices*

### Information Architecture

*Message hierarchy, interface arrangement*

### Interaction Design

*User flows, interface micro-interactions*

### Visual Design

*Layout, typography, color, rhythm*

### Prototyping

*Varying fidelities, paper to code*

## Scope of Work

You have a complete understanding of Trunk Club's products and design systems. You make connections between each of our products ensuring our overall experiences are seamless and consistent across the business. You balance a healthy load of high-profile projects along with the mentorship of your peers in and out of design.

## Responsibilities

You transition from practicing the mastery of craft to becoming an expert in our industries—including eCommerce, retail, and design. You're depended on to help deliver best-in-class design on challenging projects. You aid Product managers and Engineering Managers in shipping large initiatives. With your deep understanding of the product development process, you find opportunities to teach the rest of the design team best-practices and processes, from research to implementation.

## Communication

You're eloquent and articulate in discussing your work, ideas, and methodologies to a wide range of audiences both verbally and in writing. Your words inspire non-design stakeholders to understand the value of design. You're confident and moving when

you speak about our work publicly—both in the office and as you welcome opportunities to represent the company as an industry expert outside of the office.

## Guidance

You give guidance as much as you seek it. Leadership considers you a partner in their own tracks of work. Opportunities are opened up for you to lead teams and people.

## Leadership

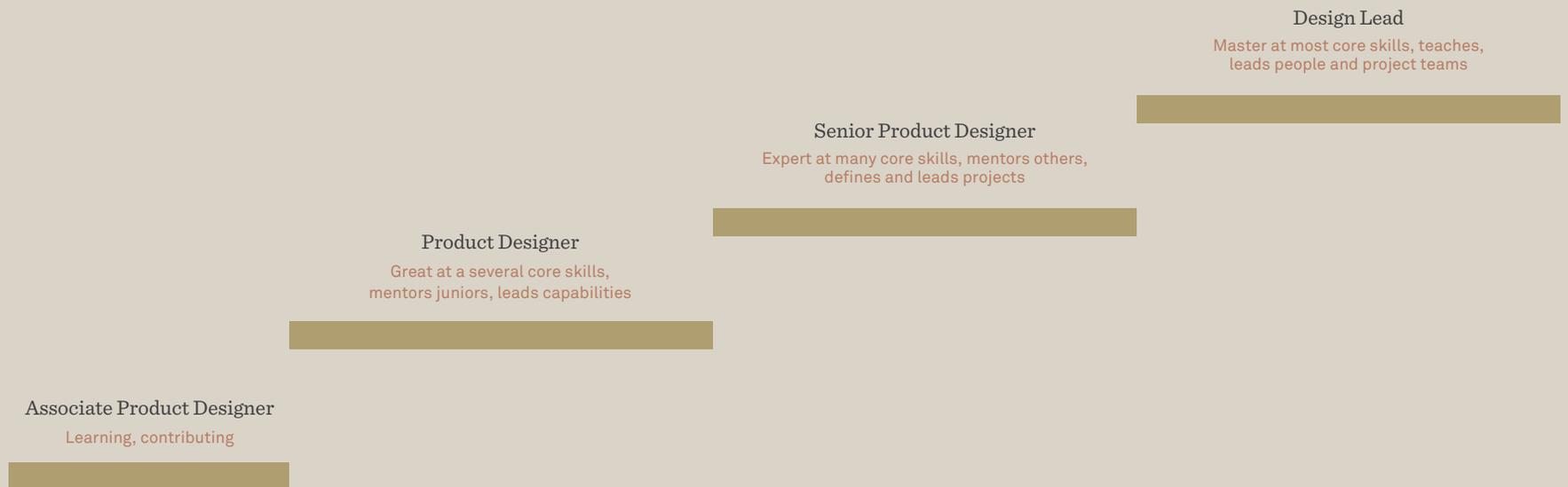
You have a strong sense of each team mate's strengths and weaknesses, identifying growth opportunities for each designer. Outside of the design team, you create a safe and collaborative learning environment for data scientists, engineers, and product managers to practice the various crafts of design themselves. You're highly regarded as an influential voice to Trunk Club's work and culture.



# A Look at Design Levels

A VISUAL CAREER LADDER

As your design career grows, you'll broaden your scopes of work, take on new responsibilities, master different core skills, improve processes, understand more of the business, hone your collaboration, and develop into a teacher and mentor.



less

SCOPE OF WORK — SKILL MASTERY — BUSINESS KNOWLEDGE — PROJECT LEADERSHIP — SHIPPED WORK — PEER MENTORSHIP

more

# Design Resources

*People to know, places to go—and of course, your perks!*

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# Getting Started

DIVING IN

We want to make sure getting started at Trunk Club is quick and easy. Here are a few things to help you ramp up, but don't at all hesitate to ask questions related to the Design team in Slack in [#design](#), or ask for the right person to reach out to in [#goonies](#).

## Your First Three Months

There's a lot of great people to meet, and a lot of software we've made to get acclimated to. Here are a few ideas to get you rolling fast in your first three months.

### Get to know our product and sales teams...

- shadow stylists
- setup a Clubhouse appointment
- pack your own trunk
- secret shop a trunk

### Get to know our customers...

- read our personas
- dig into our customer segmentations
- research our competitors

### Get to know our company...

- sit in on tech demos
- ask coworkers to coffee
- attend our various all-hands
- setup the *Employee* app

### Set yourself up for career success...

- setup 1:1s with your Design team mates
- continually set goals with our Design Lead
- think on which skills you'd like to grow

## General Software

[Dropbox](#)

[Dropbox Paper](#)

[Google](#)

[GitHub](#)

[Slack](#)

[Sketch](#)

[Trunk Club Internal iOS App Store](#)

[Trunk Club Employee App](#)

## Development Environment

Ready to dig into our codebases? No matter which apps you're working on, [get your dev environment set up here](#).

## Design Kits and Style Guides

You can find all Trunk Club brand assets and reusable [UI kits on GitHub here](#). Looking to write copy? See [our writing basics here](#).

## Business Cards

Send an email to [service@trunkclub.com](mailto:service@trunkclub.com). Include your full name, title, email address, and phone number. Your business card gets you 20% off of many local restaurants!

## Useful Links

[Okta](#), access every account

[Trunk Club Wiki](#), knowledge base

[Unpacking Trunk Club](#), our blog

## Social Media Accounts

Twitter

[@trunkclub](#)

[@trunkclubtech](#)

Instagram

[@trunkclub](#)

[@trunkclubwomen](#)

[@trunkclubtwinsies](#)

## Good Reads

[Questions to Ask as a New Designer](#)

[Design, Illustrated in 3 Charts](#)

[Designers Should Study Business](#)

[Foggy Thinking in Design](#)

[Get Comfortable Being Uncomfortable](#)

[How to Design Words](#)

[How to Think About Your Career](#)

[Why I Love Ugly, Messy Interfaces](#)



# Goonies Perks

## EXTRA BUDGETS

Working in Trunk Club Tech—or Goonies, as we like to say—offers additional perks. From desk upgrades to education stipends, we want to make sure you have everything you need to design at your best and keep growing along the way.

### Training & Conference Budget

Each person on Design receives up to **\$1,500** per calendar year to use toward training, which includes conferences, workshops, and continued education. These should align with your career path. It's up to you, though, on how you'd like to break up this budget. It doesn't have to be spent on a single event at once! For more details, check out the [Training and Conference Budget Wiki](#).

### Speaking at a Conference Outfit Budget

We love having our team mates representing Trunk Club in public. If you're speaking at a conference with over 100 attendees, you've got **\$500** in Trunk Club or Nordstrom credit to look your best while up there. Good luck!

### Equipment Budget

We've got a huge assortment of desk upgrades for you to choose from, if you'd like. From headphones to standing desks, you can [put in a request with IT here](#).

### Team Lunches

We feed our folks well. You'll have plenty of opportunities for bonding with your coworkers over sponsored lunches, including the monthly team lunches as well as catered food twice a month after each Tech All-Hands.

### Trunk Club University

[TCU is a program](#) designed to facilitate and encourage the completion of online classes by engineers in a collaborative setting. Designers are encouraged to check it out, if not teach a class or two on design!

### TC Brews

Different teams within tech will host a sponsored happy hour, usually with a fun theme and activities for everyone to participate in. These are great moments to meet other coworkers within tech.

### General Perks

As always, you can review the [local area discounts we get](#), and review the [tech team perks](#) we can enjoy at any time.



# Where work happens

## COMMUNICATION CHANNELS

Much of our work at Trunk Club happens online—with plenty of face to face meetings, too. Here are some key group email addresses and Slack channels you'll want to know. As a fun bonus, we've created a lot of handy Slack commands for resources in case you forget!

### Email Distros

320 HQ  
[320team@trunkclub.com](mailto:320team@trunkclub.com)

Creative  
[creativeteam@trunkclub.com](mailto:creativeteam@trunkclub.com)

Designers (Creative & Product)  
[designers@trunkclub.com](mailto:designers@trunkclub.com)

Human Resources  
[hr@trunkclub.com](mailto:hr@trunkclub.com)

IT  
[ninjaturtles@trunkclub.com](mailto:ninjaturtles@trunkclub.com)

Marketing  
[marketing@trunkclub.com](mailto:marketing@trunkclub.com)

**Product Designers**  
[fresh@trunkclub.com](mailto:fresh@trunkclub.com)

Product Managers  
[pm@trunkclub.com](mailto:pm@trunkclub.com)

**Tech Organization**  
[goonies@trunkclub.com](mailto:goonies@trunkclub.com)

Service  
[snacks@trunkclub.com](mailto:snacks@trunkclub.com)

### Slack Channels

General  
[#goonies](#)

Design  
[#design](#)  
[#fresh](#)  
[#product-design](#)  
[#styleguide](#)  
[#unfamiliars](#)  
[#user-research](#)

Fun  
[#bestloop](#)  
[#blueline](#)  
[#coffeewalk](#)  
[#dance](#)  
[#food](#)

### Slack Commands

`!colors`  
*Our brand colors*

`!copy`  
*Copywriting guidelines*

`!customerux`  
*User-flows of the Customer experience*

`!design`  
*Updated Product Design resources*

`!distros`  
*Quick link to all of our email distros*

`!rooms`  
*Find your way to any meeting room.*

`!slacktheme`  
*Give it a try!*

`!uikit`  
*Quick link to our UI kit on GitHub*

# Company Values

*North stars for everyone, on every team*

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**TRUNK CLUB**



## Center on the customer

Trunk Club's goal is, and has always been, to help people become the best dressed, most confident versions of themselves.

We put our customers first. Whenever we design, create, or communicate, we consider them first.

Trunk Club employees succeed because they're understanding and empathetic towards our customer's needs.

For example, our Member Experience team constantly delights our members by going the extra mile—even if it means picking up a trunk in person or expediting a local delivery through a courier service.



## Expect and embrace change

Things move fast at Trunk Club. We're not afraid to take risks and act decisively.

Trunk Club employees succeed because they are flexible and adapt to change quickly.

For example, we rolled out home try-on fees within a summer, making more inventory available for customers and turning around company profitability.



## Hold strong ideas, loosely

It requires research, forethought, evidence, and debate to create a strong idea. Courage is also required to challenge long-held beliefs and the willingness to implement change.

Trunk Club employees succeed because they're curious and always looking to innovate our business.

For example, we thought phone calls and emails were the best way to connect with customers. We challenged this by recognizing most people are on instant-chat platforms, so we built live-messaging as a core part of our experience last year.



## Treat Trunk Club as your home, and our customers as your guests

We're all in this together. If you see trash, clean it up. If you're near a sink, do the dishes. If a customer is walking into the Clubhouse, hold open the door and greet them.

Trunk Club employees succeed because they neglect no task and hold themselves accountable to both their individual and team commitments, as well as their commitments to the customer.

For example, you'll often see our top leaders cleaning up fitting rooms, or our VP of Design responding to Yelp reviews.



## Give credit where credit is due

The best ideas are nurtured, defined, and improved upon by multiple people—and when those ideas are successful, they should be celebrated as a group.

Trunk Club employees succeed because they're considerate and pass on credit for accomplishments to their teams.

For example, our all-hands meetings are always filled with employee call-outs for sales numbers, promotions, and jobs well done.



## Make no small plans

Trunk Club was founded on a big idea: to revolutionize the retail industry by making shopping for clothes enjoyable, productive, and convenient.

Trunk Club employees succeed because they're ambitious.

For example, we grew a multi-million dollar women's business in six months by purchasing clothes from nordstrom.com on a company credit card, repackaging them at a Clubhouse, and styling our customers.

## **TRUNK CLUB**

We're glad you're here. Happy designing.