

SHANE BAKER

CUSTOMER SUPPORT & CX TECHNOLOGY LEADER

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PROFESSIONAL SUMMARY

Customer support and CX technology leader with 10+ years across technical support, contact-center operations, SaaS, internet services, billing-related workflows, quality, knowledge, training, workforce practices, and cloud customer experience systems. Progressed from frontline support into multi-team leadership and director-level responsibility, combining operational leadership with Amazon Connect, Salesforce, AWS, analytics, automation, and technical communication.

SELECTED OUTCOMES

~35% Estimated platform savings associated with an Amazon Connect migration	~8% Reduction in customer wait time through operational improvement	~10% Reduction in service-call escalations through process, training, and knowledge improvements	40+ Team scale managed in a high-volume ISP technical support environment
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PROFESSIONAL EXPERIENCE

Freelance Learning Experience & Creative Designer

Freelance / Independent | May 2026 - Present

Design customer onboarding, product education, knowledge systems, user flows, technical documentation, visual explanations, and AI-assisted content workflows that make complex products and processes easier to understand.

Director, CX Systems Architecture & Operations

Telio Mobility | Contract | January 2026 - March 2026

Designed the customer-experience side of an AWS-based omnichannel support and lead-capture platform, including Amazon Connect, routing, customer data capture, integrations, reporting, automation prototypes, and structured escalation.

Progressive Leadership: Technical Support Manager -> Senior Manager, Customer Experience -> Director of Telecommunications

WeLink | July 2023 - November 2025

Technical Support Manager: July 2023 - October 2023

Senior Manager, Customer Experience: October 2023 - September 2025

Director of Telecommunications: September 2025 - November 2025

Led technical support and broader customer operations spanning billing, collections, retention, escalations, quality, workforce practices, service levels, knowledge, training, and CX technology. Led requirements, cost analysis, testing, training, launch, and transition for an Amazon Connect migration.

Independent Creative & Design Consultant

Self-employed | July 2019 - July 2023 | Concurrent

Delivered visual communication, digital illustration, vector graphics, motion, branding, 3D visualization, production design, client discovery, revisions, quality control, and final delivery.

Creative Manager

Honors Graduation / Customization House | November 2020 - July 2022 | Concurrent

Led a small design team, trained designers, managed production workflows and quality standards, and coordinated accurate production-ready assets.

Customer Interaction Specialist

Spot Business Systems | July 2018 - November 2020

Provided SaaS support for business-critical POS, inventory, CRM, billing, delivery, messaging, hardware, and SQL-related workflows. Supported client training and escalations.

Tier 2 Technical Support

Solutionreach | May 2017 - July 2018

Resolved escalated SaaS issues across healthcare communication, scheduling, messaging, payments, permissions, reporting, integrations, and backend systems.

Technical Support Supervisor / Tier 2 Training Lead

Rise Broadband | March 2014 - March 2017

Supervised support teams, led onboarding and advanced technical training, created knowledge resources, supported SLA performance, and improved quality through coaching and standardization.

CORE CAPABILITIES

Support Leadership Service levels, escalations, workforce practices, coaching, operating reviews, billing-related operations, and cross-functional leadership.	Cloud Customer Experience Amazon Connect, NICE CXone, Salesforce workflows, routing, integrations, AWS services, analytics, automation, security, and cost-aware design.	Knowledge & Enablement Onboarding, technical training, performance support, knowledge architecture, governance, customer education, and coaching systems.
Quality & Improvement QA programs, calibration, scorecards, root-cause analysis, Lean improvement, operational metrics, and feedback loops.	AI-Assisted Support Agent assistance, manager copilots, knowledge retrieval, interaction analysis, responsible AI, and human review.	Technical Communication Architecture diagrams, process maps, prototypes, executive briefs, training content, infographics, and motion.

PLATFORMS & TOOLS

Contact center & CX: Amazon Connect, NICE CXone, Five9, Twilio, Salesforce, custom CRM
AWS: Lambda, API Gateway, DynamoDB, S3, CloudFront, Route 53, IAM, CloudWatch, Step Functions, EventBridge
Learning & knowledge: Moodle, Articulate, Adobe Captivate, Camtasia, knowledge bases, SCORM concepts
Design & communication: Figma, Illustrator, Photoshop, After Effects, Premiere Pro, Blender, Procreate
Business systems: Chargebee, Stripe, SaaS billing, support case management, analytics, workforce and QA systems

CREDENTIALIALS

AWS Certified Solutions Architect | AWS Certified AI Practitioner | Amazon Connect Communications Specialist | Lean Six Sigma Green Belt | AWS Knowledge: Events and Workflows | AI Visualization credentials | UX & Web Design | Graphic Design

Portfolio: shanebaker.cloud | Contact: contact@shanebaker.cloud