

SHANE BAKER

CUSTOMER SUPPORT & CX SYSTEMS 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

- Approximately 35% estimated platform savings associated with an Amazon Connect migration.
- Approximately 8% reduction in customer wait time through operational improvement.
- Approximately 10% reduction in service-call escalations through process, training, and knowledge improvements.
- Managed a team scale of 40+ in a high-volume ISP technical support environment.

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, knowledge considerations, and structured escalation.

Progressive Leadership: Technical Support Manager to Senior Manager, Customer Experience to 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 operational 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 within defined turnaround expectations.

PROFESSIONAL EXPERIENCE - CONTINUED

Customer Interaction Specialist

Spot Business Systems | July 2018 - November 2020

Provided SaaS support for business-critical point-of-sale, inventory, CRM, billing, delivery, messaging, hardware, and SQL-related workflows. Supported client training and complex 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 while maintaining daily case-resolution expectations.

Technical Support Supervisor / Tier 2 Training Lead

Rise Broadband | March 2014 - March 2017

Supervised support teams in a high-volume ISP environment, led onboarding and advanced technical training, created knowledge resources, supported service-level performance, and improved quality through coaching and standardization.

CORE CAPABILITIES

Support leadership: team development, service levels, escalations, workforce practices, operational reviews, billing-related operations, and cross-functional leadership.

CX systems: Amazon Connect, NICE CXone, Salesforce workflows, routing, integrations, automation, analytics, AWS architecture, security, and cost-aware design.

Knowledge, enablement, and quality: onboarding, technical training, coaching, performance support, knowledge governance, QA programs, calibration, root-cause analysis, and Lean improvement.

AI-assisted workflows and communication: agent assistance, knowledge retrieval, human review, architecture diagrams, process maps, prototypes, executive briefs, training content, and technical visualization.

PLATFORMS & TOOLS

Amazon Connect, NICE CXone, Five9, Twilio, Salesforce, AWS Lambda, API Gateway, DynamoDB, S3, CloudFront, Route 53, IAM, CloudWatch, Step Functions, EventBridge, Moodle, Articulate, Adobe Captivate, Camtasia, Figma, Illustrator, Photoshop, After Effects, Premiere Pro, Blender, Procreate, Chargebee, and Stripe.

CREDENTIALS

AWS Certified Solutions Architect | AWS Certified AI Practitioner | Amazon Connect Communications Specialist | Lean Six Sigma Green Belt | AWS Knowledge: Events and Workflows | UX, web, graphic design, and AI visualization credentials