Black and white photo of Shane Clevenger wearing glasses.



UX :: Strategy :: Leadership :: Design

**Shane Clevenger**

**Contact**

Phone: 214-536-7454

Email: shane@cleverworks.biz

Portfolio: www.cleverworks.biz

**Skills**

Success building and managing teams, including remote and offshore.

Strong understanding of design principles and UX/UI strategies.

Ability to influence and solicit   
buy-in with stakeholders and   
business leadership.

Collaborate with cross-functional teams as well as the greater UX team throughout the design process.

Proven ability leading and advocating ‘Design Thinking’ workshops and methodologies.

Expert level skills in Adobe CS, Sketch and other associated design tools.

Working knowledge of HTML,   
CSS, JavaScript.

Process oriented working within an agile methodology.

Road map prioritization.

Entrepreneurial approach to

Innovative discovery initiatives.

Knowledgeable of emerging technologies and the latest UX trends.

Comfortable making decisions in a deadline driven environment.

Guide and validate design decisions through analytics   
and research.

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**Recent employment**

UX Creative Director, 10/2021 - 10/2023

State Farm

* Data-based decisions that are rooted in the customer and point to the future.
* Inspiring, guiding and serving as a foundation for the future digital experiences and product planning.
* Saved over 15 million annually on call center dependency by developing self-serve solutions.

UX Lead, 02/2017 - 10/2021

Verizon

* Primary focus on eCommerce opportunities and syncing onshore and offshore teams.
* Leading strategic innovation with data-based decisions using VOC, metrics and analysis.
* Increased e-commerce sales of accessories by over 40%.

UX Lead, 08/2015 - 02/2017

ADT Security Systems

* Successfully established date-based, customer first UX team.
* Established UX processes and efficiencies.
* Effectively worked with product and business partners to develop HCI driven efforts.
* Developed call center software that reduced 5-week training to 1-week and increased retention by over 25%

**Professional summary**

**With over two decades of experience** in advertising agencies and in-house roles, I bring a wealth of knowledge to the table. What gets me fired up is creating experiences that not only make sense to users but also resonate with them on a personal level, grounded in data and a customer-first mindset.

I thrive in translating ideas into user-friendly interfaces, making them accessible to everyone while maintaining a consistent and organized structure. I'm not just about the design; I love diving into user research, testing, and analysis, bringing ideas and strategies to life by collaborating seamlessly with cross-functional teams.

I'm ready to bring my passion and expertise to a different digital challenge, contributing to many new successes!

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*"Enthusiastically committed to weaving empathy into every pixel, I strive to make technology more accessible and delightful for users."*

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**Nielsen Norman Group, 2019**Design Thinking

**Stanford d. school, 2018**Design Thinking

**Agile, 2017**ICP

**Certifications**

**Education**

**MS, Computer & Information Sciences, 2006**Texas A&M University – Commerce

**BA, Communication Design, 2001**University of North Texas

\*Referrals and transcripts available upon request