

# WADE SHEARER

I'm a product leader, designer, and champion for continuous discovery and delivery.

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## **VP, Product Design, Integrate**

May 2021—Current

## **VP, User Experience, Workfront**

July 2017—March 2020

- Co-lead an international product and engineering organization of approximately 420, including 26 cross-functional product teams.
- Recruited, hired, and trained distributed international team of product designers and researchers, including organizational design of product portfolios and management team of four. Grew organization from 9 to 24 (266%).
- Led a complete user experience redesign of the world's most robust enterprise work management platform, acting as corporate champion and customer voice, and leading design and development of original vision, through beta, and to general availability.
- Led the design, development, and implementation of a new product development lifecycle and design system.

## **VP, Product & Design, ClientSuccess**

July 2014—July 2017

- Initial member of executive team, participating in business planning, go-to-market, securing initial customers, and fundraising. Led startup from ground zero to customer daily usage and 1M in ARR.
- Responsible for end-to-end product discovery and delivery. Led product design, validation, and development.
- Set, communicated, and executed on product strategy, vision, and roadmap across organization and with customers.

## **Cofounder, Front**

January 2015—Present

- Cofounded the premier Product Management and Product Design (UX) Case Study Conference and Workshop Series with over a thousand annual attendees.

## **Director, User Experience, Vivint Smart Home**

December 2010—July 2014

- Recruited and led new team of 26 product managers, designers, developers, and quality assurance engineers. Played a strategic role in rebranding the company to Vivint in February 2011, completing the expansion to home automation and energy management and the launch of Vivint Solar, then the second largest residential solar business in the United States.
- Participated in growth that led to a \$2 Billion valuation and acquisition by Blackstone Group and the company's ranking of 46th on Forbe's 100 most promising companies for 2013.
- Starting in 2013, assembled a team of product designers, analysts, and usability experts who prototyped, validated, designed, and collaborated in the development of a complete security and home automation platform from the ground up in one year—including a touchscreen control panel, mobile and desktop apps, cameras, thermostat, and location and occupancy detection. This work resulted in the filing of fifteen patents (9 issued) related to user experience in home automation and energy management.

## **Senior Interaction Designer, The Church of Jesus Christ**

October 2008—December 2010

## **Senior Manager, Interactive Marketing, Omniture**

July 2007—October 2008

## **Creative Director, Doba**

October 2004—July 2007

## **Creative Director, ELLIS**

November 1999—February 2004

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Peak 100, Utah Valley Entrepreneur Forum, 2016

15 filed patents related to user experience, 8 issued

Regular speaker, coach, and mentor

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BA, Visual Arts, Brigham Young University

Interaction Design, Cooper U