



# Shanelle Roberts

**FOUNDER & CEO**  
**SMART CHIC LABS**

Shanelle Roberts, Author, Award-Winning Designer, Inventor, Author, Entrepreneur, and Investor, is the founder and CEO of Smart Chic Labs.

## SHANELLE'S PURPOSE

*“My purpose is to reawaken, give permission, and equip women and girls to take back a very intense ownership of their lives.”*

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Shanelle Roberts is an author of the book *Reawaken: 10 Actions to take back a very intense ownership of your life*, an award-winning designer, inventor, and entrepreneur. She is the founder and CEO of Smart Chic Labs, a design-driven transformation lab focusing on brand transformation through intense ownership.

In Phase 1 of her 10-Year Strategic Roadmap, Ms. Roberts is relentlessly focused on building Smart Chic Labs' daily operations and client acquisition. Smart Chic Labs is a purpose-driven, holistically-integrated design firm based in Austin, Texas with teams in active alliance throughout the U.S.

At Smart Chic Labs, we like to talk to people face to face. We prefer to come to you. We want to see, feel, and connect more — to discover the unique purpose of our clients' brands. This discovery enables us to create truly magical outcomes in the ideation, strategic, and tactical deployment phases of their holistic brand management process. The holism of our brand experience design intricately weaves brand identity, brand architecture and design, brand story and messaging, product design, including user experience and user interface design, and more.

Smart Chic Labs creates and delivers valuable outcomes across industries: beauty & fashion, business services, education & higher learning, entertainment & media, financial services, food & beverages, health & wellness, hospitality, institutional & not for profit, motion pictures, professional services, sports, real estate & development, retail & consumer products, and technology.

She brilliantly blends brand identity, business intelligence, creative problem solving, along with strategic and tactical prowess to create and design deeply meaningful brands, products, experiences and stories that enable individuals and organizations to fully own their dream.



*“Courage is not  
the absence of  
fear, but rather  
the assessment  
that something  
else is more  
important than  
fear.”*

Franklin D. Roosevelt

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*“My purpose is to reawaken, give permission, and equip women and girls to take back a very intense ownership of their lives,”* says Ms. Roberts.

Prior to Smart Chic Labs, Ms. Roberts was a parallel entrepreneur and value contributor. As a product and experience design consultant, she has held a number of roles and generated more than \$80M+ in revenue and value adds for her clients. Her creativity and out of the box thinking has helped her receive awards from Microsoft and T-Mobile for her innovation and allowed her to provide a unique solution to streamline how one click conferencing would work, which resulted in her being credited for a utility patent - # [us 10033873](#) - while she worked at T-Mobile. She was a Senior User Experience Designer for T-Mobile, Designer for Expedia, Lead UX Designer for Tiny News, Senior UI/UX Designer for iLink Systems, UX/UI Designer for Awesome Giant, Designer for Allrecipes.com, Designer for DomainTools, and more. For two decades straight, she gained deep entrepreneurial experience with her many clients. From real estate development and investing to design, interactive, strategy, and more for schools, churches, accelerators, tech startups, corporate America, global companies, and more, Ms. Roberts learned to hand-craft value for one (to scale) and make magic. Like every genuinely successful leader, she learned the value of kindness, compassion, authenticity, healthy boundaries, and gratitude through difficult times and in the trenches of the real world.

While at Washington State University, Ms. Roberts was introduced to graphic design in her creative writing classes and fell in love with styling the pages while creating original content. Ms. Roberts earned an Associates of Applied Science Degree in Information Technology, Multimedia from ITT Technical Institute. At American InterContinental University, Ms. Roberts pursued a program in Digital Design. She received a certificate from General Assembly for User Experience Design.

From the time she was very young, she has lived her purpose with great intensity. Shanelle smiles when she says, *“It’s a good kind of intense.”* When Ms. Roberts isn’t helping people, especially women and girls, own their dreams, she may be found reading (from age 2), another world in which to wander, or actually wandering some new part of the globe. You guessed it; she is most often doing something creative.

As a former college athlete, she cultivated an intense ownership of her dreams. Ms. Roberts competed in Judo. She also played basketball, softball, and golf. After being discovered by golf professional Lynn Ratio, Ms. Roberts went on to win the WJGA State Championship and earned a full-ride scholarship to WSU.

*“The goal in life is not be ‘successful’. The goal is to be valuable. Success will follow the value you create for others.”*

Shanelle Roberts



**Join Shanelle’s Private  
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[facebook.com/groups/  
successfulwomenexecutives](https://facebook.com/groups/successfulwomenexecutives)

## READ MY BOOK

*Reawaken: 10 Actions to take back a very intense ownership of your life*

Reawakenbook.com



*“Without time, life loses its preciousness. What makes life valuable is its fragility.*

*None of us know what the next day, hour or next breath will bring. Cherish the moments you have. Express gratitude at all that you’ve been given.*

*Do your best to use the pockets of genius planted inside of you to leave a positive legacy in your wake.*

*We can’t take it with us. Leave good seed that will bring a fruitful harvest for generations to come.”*

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