

Shon DeCamp

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CAREER SUMMARY

Results-driven Senior Product Designer with 10+ years of experience impacting business objectives through UX and product design. Proven track record creating design systems, designing cross-platform, responsive, & native applications. Expertise engaging cross-functional teams, stakeholders, and users to refine and release delightful, immersive user experiences. A passion for connecting shareholder expectations with user needs.

WORK EXPERIENCE

BaDe Services LLC

Rigby, ID

Owner

04/2024 – Present

- Designed plans, riser diagrams, symbols, and sites, reducing average client plan iteration by 25%
- Founded drafting business, leveraging expertise in code compliance, AutoCAD skills, and general business skills to provide fire alarm design for 120+ industrial and commercial projects
- Facilitated communications among Authorities Having Jurisdiction, contractors, engineers, and architects to maintain high customer satisfaction for 12+ clients

Accela Inc.

Remote

Senior Product Designer

01/2020 – 06/2024

- Led creation of design system, building a style database, components, patterns, layouts, and guidelines, achieving consistency across platforms, WCAG 2.1 AA standards, and 15% increase in dev velocity
- Owned end-to-end design, conducting discovery, research, process mapping, task flows, user flows, concept generation, iterative testing of wireframes and prototypes, and high-fidelity design
- Designed enterprise cross-platform app, collaborating with cross-functional team members improving system usability score (SUS) 19%
- Led qualitative and quantitative research improving decision-making and strategy

Sorenson Communications

Salt Lake City, UT

Senior Product Designer

08/2018 – 01/2020

- Led full-spectrum design for enterprise B2B scheduling app, integrating forecasting data, legal database, and biz management applications, achieving a 10% increase in customer satisfaction scores (CSAT)
- Owned a full-stack product re-write including new design system, reducing application downtime by 65% and increasing dev velocity
- Implemented app data tracking using Splunk, Google Analytics, PowerBI, and custom APIs to detect user behaviors, and enhance decision-making and general user experience
- Designed cross-device and cross-platform video interpreting application including, TV, proprietary phone hardware, tablet, phone, and web, achieving consistent UI and information architecture
- Led end to end design for consumer self-registration and generated HTML/CSS prototypes, shortening feedback loops and speeding visual QA process

Sorenson Communications (InteractiveCare)

Salt Lake City, UT

Product Strategist

01 - 08/2018

- Led qualitative user research by planning, conducting, reporting, and collaborating cross-functionally on findings from ride-along, contextual inquiry, interview, and usability testing activities
- Conducted quantitative market and user research through publication & customer surveys and app analytics producing key strategic and decision-making data for all cross-functional teams

- Generated visual assets for UI implementation including icons, custom components, color pallets, and fonts, achieving pixel-perfect implementation
- Coded responsive HTML/CSS UI prototypes and delivered to developers, improving clarity in feature design and app behavior

Centeva

Logan, UT

UX Designer

11/2016 - 01/2018

- Designed enterprise inspections solution for Nuclear Regulatory commission, integrating site inspection and review workflows through detailed user flows, task flows, process maps and corresponding design
- Led research and design for at National Cancer Institute, replacing and consolidating 4 legacy systems through service blueprint creation, wireframes, user testing, and high-fidelity UIs
- Created UI designs for Centers for Medicare-Medicaid Services accounting processes, working closely with customer and internal stakeholders resulting in more rapid decision-based accounting decisions

DAKCS Software Systems

Ogden, UT

Business Analyst

06 – 11/2016

- Managed SaaS migration project, creating and deploying a new customer research initiative, achieving a 95% conversion to hosted solutions
- Implemented a research repository reducing weekly status meeting preparation company-wide by 50%
- Conducted financial and operational analysis on behalf of customer departments, generating decision-making data and facilitating sales and technical support engagements

DAKCS Software Systems

Ogden, UT

Senior Account Executive

06/2014 – 06/2016

- Marketed and sold SaaS e-signature, and payment processing products, increasing assigned product revenues by 30% and 115% respectively
- Analyzed costs and operations for 30+ customers' call centers, streamlining decision-making and sales presentations
- Implemented a new customer cost worksheet and evaluation process, improving sales team research efficiency and accuracy

TOOLS & SKILLS

Software Applications: Figma, Sketch, Adobe Creative Suite, Jira, Confluence, Aha!, Vizio, Lucid, Miro, Microsoft Office Suite, AutoCAD

Methodologies: Agile, Outcome Driven Innovation, Jobs-to-be-done, Theory of Constraints, Lean

Business Intelligence Tools: Google Analytics, PowerBI, Splunk, Custom APIs, Tableau, Zoho Analytics

INTERESTS

- Agentic AI – working through [FREE COURSES](#) with paid courses on “wish list”
- Executive Influence – completing MBA to gain insight to executive decision making
- Aspiring Farmer – started a hobby farm raising animals and crops

EDUCATION

Utah State University, Jon M. Huntsman School of Business

Logan, UT

Master of Business Administration

Expected 12/2025

Weber State University, College of Engineering, Applied Science & Technology

Ogden, UT

Bachelor of Science in Professional Sales

Graduated 2014