

SHON DeCAMP

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Product Designer, User Experience Designer, Problem Solver, and User Advocate

PROFESSIONAL SUMMARY

Dedicated professional with 10+ years in the SaaS industry. Confident in full-spectrum design including rapid prototype iteration, enterprise solution design, and responsive web app design. Track record includes leading the creation of a new design system and re-designing multiple legacy gov-tech applications. Committed to continuous improvement and contributing to team success.

AREAS OF EXPERTISE

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|------------------------|----------------------------|---------------------|------------------------|
| ★ User Experience (UX) | ★ Information Architecture | ★ Mentorship | ★ Content Design |
| ★ User Advocacy | ★ Visual Design | ★ Wireframes | ★ Self-Motivation |
| ★ Collaboration | ★ Interaction Flows | ★ Communication | ★ Design Tools (Figma) |
| ★ Design Systems | ★ Problem Solving | ★ Feedback Delivery | ★ Growth Mindset |
| ★ Strategic Vision | | ★ User Research | ★ Goal Setting |

PROFESSIONAL EXPERIENCE

OWNER, BaDe Services LLC. | Rigby, ID Apr 2024 - Present

Started a side-business to address local needs for commercial and industrial fire alarm project plan design & drafting.

- Executed market research with construction, engineering, and architectural firms which defined business incorporation method, contract structure, and pricing.
- Streamlined drafting process by designing library of reusable, dynamic blocks resulting in increase of client volume

SENIOR PRODUCT DESIGNER, Accela Inc. | Remote Jan 2020 - Jun 2024

Joined the leading gov-tech solution for permit and inspection management, taking on responsibility for modernizing UI & user experience and improving government agency efficiency through product design.

- Led a team of designers, technologists, and strategists to create a new design system resulting in increased dev velocity and improved user experience.
- Designed information architecture, navigation, and UI patterns for administrative features, directly improving SUS (system usability score) 19%.

- Consolidated 4 separate mobile apps to a single iOS & Android app optimized for tablet and phone use, reducing support & maintenance costs and improving customer satisfaction scores.
- Designed layout, content, and interaction for physical user conference booths generating pivotal strategic data used to determine investment in the citizen-facing applications.

UX DESIGNER, Sorenson Communications | Salt Lake City, UT

Aug 2018 - Jan 2020

Recruited from a subsidiary (InteractiveCare) to the largest provider of video interpreting for hearing-to-deaf calls in the United States and given charge to optimize staff scheduling for algorithm forecasts.

- Designed a suite of features targeting “premium” scheduling needs using data-driven behavior models, historical analytics, and user data resulting in 12% increase in service level
- Managed product strategy and project timelines for database rebuild and transition from RAD (rapid application development) tool to Angular UI which reduced application down-time by 93%.
- Designed color ramps, fonts, and component library guidelines to create an initial Design System enabling Angular UI development.

PRODUCT STRATEGIST, InteractiveCare | Salt Lake City, UT

Jan 2018 - Aug 2018

Brought on to a home-health healthcare startup to generate 0-1 UX artifacts, MVP designs, and deliver qualitative & quantitative user data.

- Conducted contextual inquiries, interviews, and panel sessions with home-health nurses, CNAs, and administrators generating foundational start-up strategy data and UX assets.
- Analyzed competitive landscape for healthcare communications and messaging solutions against internal data identifying competitive advantages, market opportunities, and unmet customer needs.
- Created, tested, and iterated wireframes & designs to produce HTML/CSS concepts resulting in initial release of the solution MVP.

USER EXPERIENCE DESIGNER, Centeva | Logan, UT

Nov 2016 - Jan 2018

Recruited to a leading federal acquisitions contractor to lead design of acquisitions management platforms for the National Cancer Institute and Centers for Medicaid/Medicare.

- Built UX research and design assets documenting service blueprint for the National Cancer Institute resulting in the award of a \$2 M contract
- Created interactive & animated prototypes to simulate proposed accounting features for Centers for Medicaid/Medicare winning over management approval of new contract.
- Designed inspection documentation features using iterative design and testing now in use at all federally overseen nuclear power plants in the United States.

BUSINESS ANALYST, DAKCS Software Systems | Ogden, UT

Jun 2014 - Nov 2016

Transitioned from sales into an analyst role to take charge of customer needs during an effort to convert from on-premise solutions to hosted.

- Analyzed customer phone, internet, hardware, and personnel costs against hosting costs resulting in 95% conversion from on-premise to hosted autodialer.
- Deployed formal research repository for customer feedback and data within Salesforce eliminating one of the two repeating customer feedback meetings each week.