

Shon DeCamp

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CAREER SUMMARY

Results-driven Senior Product Manager with 10+ years leading product development and strategy. Proven track record driving cross-functional teams to enhance UX and improve efficiency. Expertise managing responsive web and native mobile products to achieve strategic outcomes and drive innovation.

WORK EXPERIENCE

BaDe Services LLC

Owner

Rigby, ID

04/2024 – Present

- 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
- Designed plans, riser diagrams, symbols, and sites, reducing average client plan iteration by 25%

Accela Inc.

Program Manager

Remote

01/2020 – 06/2024

- Managed creation of new SaaS programs by owning risk, reporting, sales & marketing collaboration, and change management, achieving strategic alignment, stakeholder buy-in, and business outcomes
- Developed internal Design System product, owning strategy, vision, metrics, roadmap, and planning, increasing accessibility, implementation efficiency, and dev velocity 15%
- Managed 3 customer-facing cross-platform products, leading cross functional efforts to increase dev velocity, improve SUS (system usability score) by 19%, and achieve WCAG 2.1 AA compliance
- Led qualitative and quantitative research among design, product, developer, and sales teams, improving decision-making and strategy
- Generated custom AI models using Microsoft Copilot Studio and presented prototypes to executive team for strategic review and analysis

Sorenson Communications

Product Manager

Salt Lake City, UT

08/2018 – 01/2020

- Managed strategy, requirements, goals, and metrics for internal scheduling, forecasting, and legal tool integrations, achieving a 10% increase in customer satisfaction scores (CSAT)
- Implemented app data tracking using Splunk, Google Analytics, PowerBI, and custom APIs to enhance leadership decision-making and general user experience
- Led cross-functional team integration, implementing Theory of Constraints, Jobs-to-be-done, Lean, and Design Thinking methodologies to develop and prioritize roadmap and strategic goals
- Owned a full-stack product re-write, reducing application downtime by 65% through effective stakeholder communication and customer/user research
- Developed data-driven product feature enhancements, achieving a 12% increase in service levels.

InteractiveCare

Product Strategist

Salt Lake City, UT

01 - 08/2018

- Conducted market analysis and established user-centric design practices, resulting in improved product throughput and strategy
- Implemented Jobs-to-be-Done and Customer Development methodologies, enhancing cross-department collaboration
- Led customer and user research including 3 publication surveys, 30+ interviews, 10 ride-along trips, 10 contextual inquiries, system data analysis, and internal SME debriefs resulting in rapid initial prototype delivery
- Coded HTML/CSS UI prototypes and delivered to developers, improving clarity in feature design and app behavior

Centeva

UX Designer

Logan, UT

11/2016 - 01/2018

- Led UX research and design for acquisitions management platforms at National Cancer Institute replacing and consolidating 4 disparate legacy systems
- Created service blueprint and product designs for Centers for Medicare-Medicaid Services accounting processes, resulting in more rapid decision-based accounting decisions and 10% increase in cost accounting efficiency
- Designed cross-platform inspections management solution for Nuclear Regulatory commission, integrating site inspection and review workflows

DAKCS Software Systems

Business Analyst

Ogden, UT

06 – 11/2016

- Managed SaaS migration projects, documenting research findings and 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

Senior Account Executive

Ogden, UT

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

EDUCATION

Utah State University, Jon M. Huntsman School of Business

Master of Business Administration

Logan, UT

Expected 12/2025

- Current GPA: 4.00 while working 40+ hours per week
- Member of "Agriculture" and "SaaS" Interest Groups

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

Bachelor of Science in Professional Sales

Ogden, UT

Graduated 2014

- GPA: 3.75 while working 40+ hours per week
- Member of "Non-traditional Student Support Group"

TOOLS & SKILLS

Software Applications:

Jira, Confluence, Aha!, Vizio, Lucid, Miro, Figma, Sketch, Adobe Creative Suite, 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

SKILLS / INTERESTS

- Agentic AI – working through [FREE COURSES](#) with paid courses on "wish list"
- HTML/CSS – created a [PORTFOLIO SITE](#), personal sites, and prototypes for business implementation
- Aspiring Farmer – started a hobby farm breeding swine, chickens, and bunnies. Raising sheep, horses, and corn