

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.

PROFESSIONAL EXPERIENCE

OWNER | BaDe Services LLC. | *Rigby, ID* | 04/2024 - Present

- Founded AutoCAD drafting service providing commercial fire alarm design
- Owned project management, coordinating Authorities Having Jurisdiction, contractors, engineers, and architects, achieving code compliance, cost effectiveness, and timeliness.
- Designed plans, riser diagrams, symbols, and site plans for commercial and industrial fire alarm systems

PROGRAM MANAGER | Accela Inc. | *Remote* | 01/2020 - 06/2024

- Managed creation of new SaaS programs by owning risk, reporting, sales & marketing collaboration, and change management to achieve strategic alignment, stakeholder buy-in, and business outcomes
- Developed internal Design System product, owning strategy, vision, metrics, roadmap, and planning, increasing dev velocity, implementation efficiency, and accessibility.
- Managed 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 various teams, improving decision-making and strategy
- Conducted AI integration studies and research, evaluating Microsoft Copilot Studio by generating custom models for customer-facing and internal assistants

PRODUCT MANAGER | Sorenson Communications | *Salt Lake City, UT* | 08/2018 - 01/2020

- Managed internal scheduling, forecasting, and legal tools by driving business objectives and key results, generating corresponding strategy, requirements, goals, and metrics
- Implemented app data tracking using Splunk, Google Analytics, PowerBI, and custom APIs to enhance decision-making and 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.

PRODUCT STRATEGIST | InteractiveCare | *Salt Lake City, UT* | 01/2018 - 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 surveys, interviews, ride-along, 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

UX DESIGNER | Centeva | *Logan, UT | 11/2016 - 01/2018*

- Led UX research and design for acquisitions management platforms at National Cancer Institute replacing multiple legacy systems
- Created service blueprint and product designs for Centers for Medicare-Medicaid accounting, improving project delivery and client satisfaction.
- Designed cross-platform inspections management solution for Nuclear Regulatory commission, integrating site inspection and review workflows

BUSINESS ANALYST | DAKCS Software Systems | *Ogden, UT | 06/2016 - 11/2016*

- Managed SaaS migration projects, documenting research findings and achieving a 95% conversion to hosted solutions.
- Implemented a research repository that reduced weekly status meeting prep company-wide by half.
- Conducted financial and operational analysis on behalf of customer departments, generating decision-making data which facilitated sales and technical support engagements

SENIOR ACCOUNT EXECUTIVE | DAKCS Software Systems | *Ogden, UT | 06/2014 - 06/2016*

- Increased revenue by 30% effectively marketing and selling SaaS products, showcasing strong analytical skills in identifying client needs and corresponding solutions.
- Conducted customer cost analysis for decision-making and sales presentations
- Implemented cost worksheets and evaluation tools, supporting sales team research

HIGHLIGHTED SKILLS

Product Management & Development, User Experience Design, Internal Tools Management, Data-Driven Strategies, Agile Methodologies, Cross-Functional Collaboration, Conversion Rate Optimization, Leadership & Mentoring

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Utah State University, expected 2025

BACHELOR OF SCIENCE in Technical Sales

Weber State University, 2014