

WADE SHEARER

I'm a product leader, user experience specialist, and champion for continuous discovery and delivery.

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VP, Product, Smart Access

April 2022—Current

- Leading product management, design, and research. Focusing on vision and strategy, go-to-market, pricing and packaging, end-to-end customer experience, and rapid, continuous discovery and delivery.
- 27,000 paid users by 1 Jan 2023.

VP, Product Design, Integrate

May 2021—May 2022

- Re-established product design team and grew it by 5.
- Led establishment of product discovery process and maturation of product trio. Matured design discipline and impact across organization, including development of design system by cross-functional team.
- Led integration of two acquired products into core platform with new, streamline user experience.

VP, User Experience, Workfront

July 2017—April 2020

- Scaled from around \$115M to over \$200M in annual recurring revenue and more than 3,000 customers, leading up to acquisition by Adobe for \$1.5 billion, Nov 2020.
- Co-led an international product and engineering organization of approximately 420, including 26 cross-functional product teams.
- Recruited, hired, and trained distributed international team of product designers and researchers, including organizational design of product portfolios and management team of four. Grew organization from 9 to 24 (266%).
- Led a complete user experience redesign of the world's most robust enterprise work management platform, acting as corporate champion and customer voice, and leading design and development of original vision, through beta, and to general availability.
- Led the design, development, and implementation of a new product development lifecycle and design system.

VP, Product, ClientSuccess

July 2014—June 2017

- Initial member of executive team, participating in business planning, go-to-market, securing initial customers, and fundraising. Led startup from ground zero to customer daily usage and 1M in ARR.
- Responsible for end-to-end product discovery and delivery. Led product design, validation, and development.
- Set, communicated, and executed on product strategy, vision, and roadmap across organization and with customers.

Cofounder, Front

2015—Present

- Cofounded the premier Product Management and Product Design (UX) Case Study Conference and Workshop Series with over a thousand annual attendees.

Director, User Experience, Vivint

Dec 2010—June 2014

- Recruited and led new team of 26 product managers, designers, developers, and quality assurance engineers. Played a strategic role in rebranding the company to Vivint in February 2011, completing the expansion to home automation and energy management and the launch of Vivint Solar, then the second largest residential solar business in the United States.
- Participated in growth that led to a \$2 Billion valuation and acquisition by Blackstone Group and the company's ranking of 46th on *Forbes*'s 100 most promising companies for 2013.
- Starting in 2013, assembled a team of product designers, analysts, and usability experts who prototyped, validated, designed, and collaborated in the development of a complete security and home automation platform from the ground up in one year—including a touchscreen control panel, mobile and desktop apps, cameras, thermostat, and location and occupancy detection. This work resulted in the filing of fifteen patents (9 issued) related to user experience in home automation and energy management.

Peak 100, Utah Valley Entrepreneur Forum, 2016

15 filed patents related to user experience, 8 issued

BA, Visual Arts, Brigham Young University

Regular speaker, coach, and mentor