Jeff Doan

Product, growth, and business designer that loves using tech for good.

I solve customer and business problems with simple, efficient tools and excel at turning ideas into usable products. I have 15+ years of experience in product design and strategy, and I've worked in agencies, B2C, B2B, marketplaces, and mental health/health tech. I also use AI to speed up prototyping, research, and ideation.

EXPERIENCE

Staff Product Designer, Monetization
Homebase • February 2024 until now

- Increased activations by 8%
- Increased paid upgrades by 4%
- Increased payroll runs ~700% with AI
- Led growth design strategy

Principal Product Designer
Heal.me • June 2023–February 2024

- Optimized sales > product handoff for maximum adoption and customer value
- Created & shipped design system
- Increased bookings + customer activations by 20% MOM
- Increased revenue by 15% MOM
- Led strategy, customer research, testing, and design reviews

hire.jefff.co
the.jeffdoan@gmail.com

SKILLS

- Product/strategy
- AI tooling
- UX design
- UX research
- UX writing
- UI design
- Growth design
- Prototyping
- Design systems
- Usability testing
- Keyword research
- A/B testing
- Data analysis

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EXPERIENCE

Lead Product Designer/Design Manager

Thriveworks • October 2021–June 2023

- Reduced clinician churn by 17%
- Increased first-session show rate 30%
- Decreased insurance billing issues 20%
- Created UX research & testing process
- Led research calls for therapists and clients by understanding their Jobs-to-be- Done
- Designed & validated new tools to streamline therapists daily jobs to increase productivity, satisfaction, and retention
- Led design team weekly reviews, oversaw design system

Senior Product Designer, Growth

Productboard • May 2021–October 2021

- Increased trial sign ups by 8%
- Defined and setup SEO & continuous research strategy
- Led research/strategy on homepage overhaul and redesign

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TOOLS

- Figma
- Google Sheets/Docs
- ChatGPT/Claude
- Lovable/Bolt
- HTML
- CSS
- JavaScript
- Ruby on Rails/PHP
- git
- Github
- Google Analytics
- Amplitude
- Looker
- Hotjar
- Maze
- Gong

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Director of Growth Design

SimplePractice • September 2019–May 2021

- Increased trial activation rate by 25%
- Managed growth product roadmap to focus on high-impact efforts with limited resources
- Increased trial sign ups by 9%
- Redesigned, rebuilt, and relaunched simplepractice.com to optimize for conversions
- Managed website team, to optimize for performance & conversions

Senior Product Designer

SimplePractice • July 2017–September 2019

- Helped define product strategy
- Wrote user stories
- Designed/validated new features
- Led design team weekly reviews
- Designed & maintained design system
- Defined/led UX research/testing processes

More work experience available on LinkedIn.

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HOBBIES

- Music
- Live shows
- Reading
- Making art
- Hiking
- Camping
- Roller blading/ hockey
- Building apps
  - My Chorelist
  - MyPerfectJob

LINKS

- Github
- ProductHunt
- Indiehackers
- Goodreads

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SIDE PROJECTS

MyPerfectJob

[Website](#)

MyPerfectJob is the opposite of a job board; it's an ideal role board. Tell companies what you want and don't want in your perfect role. I designed and built the rails application.

Find Your Newsletter *(sold)*

[Website](#)

The best newsletter collection on the web. I designed and built this website, and manually curate submissions.

Systemic

[Website](#)

Systemic is a cross-device optimized, modular email design system to plug into any app. I designed and built this website.

More side projects available on my website.

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FAVORITE BANDS

- Led Zeppelin
- Death From Above
- Crystal Castles
- !!!
- Future Islands