

Jeff Doan

Denver, CO

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



I solve customer and business problems with simple, efficient tooling, and I excel at taking an idea from 0 to usable thing. I have 17+ years of experience in UX and UI design, product design and strategy, and development. In my career, I've worked across B2C, B2B, SaaS, and mental health.

EXPERIENCE

Principal Product Designer

Heal.me from June 2023 until now

- Optimizing the sales ↔ product handoff for maximum adoption and customer value
- Designing a streamlined, modern design system to increase retention and revenue (for use across both saas and marketplace)
- Increasing bookings and customer activations by 20% MOM
- Increasing sales velocity with simpler processes and collateral
- Increasing revenue by 15% MOM
- Leading strategy, research, and design for new features (0-1)
- Leading customer research and testing
- Leading weekly design reviews

hire.jefff.co

the.jeffdoan@gmail.com

SKILLS

Product/strategy,
UX design,
UX research,
UX writing/copywriting,
UI design,
Growth design,
Jobs-to-be-Done,
Prototyping,
Design systems,
Usability testing,
Keyword research,
A/B testing,
Data analysis

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EXPERIENCE

Lead Product Designer/Design Manager

Thriveworks from Oct 2021 until June 2023

- Reduced clinician churn by 17%
- Increased first-session show rate 30%
- Decreased insurance billing issues 20%
- Defined & led UX research process
- Defined & led UX testing process
- Lead UX 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 from May 2021 until Oct 2021

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

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TOOLS

Figma, HTML, CSS, JavaScript, Ruby on Rails, PHP, Google Analytics, Heap, Hotjar, git, Github, Slack, ChatGPT

EDUCATION

James Madison U.

B.S, Studio Art

2001 - 2004

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EXPERIENCE

Director of Growth Design

SimplePractice from Sep 2019 until 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 from Jul 2017 until Sep 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

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HOBBIES

Music, live shows,
books, making art,
hiking, roller blading

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EXPERIENCE

Senior UX/UI Designer

DogVacay from Oct 2016 until Jul 2017

- Search filter optimizations led to an increase in engagement and conversion
- Desktop geolocation led to an increase in conversion
- Host application flow optimizations—led to an increase in high quality hosts and conversions
- Checkout optimizations—led to an increase in conversion
- Mobile web search optimizations—led to an increase conversions

Product Designer

Tradesy from Jan 2015 until Aug 2016

- Mobile web nav redesign—led to deeper, longer site sessions
- Self-service redesign—freed up Member Care team to tackle bigger member issues
- Mobile/tablet filter redesign
- Promoted Listings: Led effort to build ad-based revenue stream

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EXPERIENCE

Lead UX/UI Designer

LeagueApps from Sep 2013 until Dec 2015

- Designed and built front-end mobile web framework for all traffic (16m+ uniques / year and growing)
- Designed and built LeagueApps-sent emails to work in all email clients & Gmail on mobile
- Redesigned marketing site to increase sales leads and conversions

CSS Developer

nclud from Jul 2011 until Sep 2013

- Developed usable, optimized, speedy websites for multiple clients—front-end coding & templates for Ruby on Rails / Java / WordPress / ExpressionEngine / Codeigniter CMS integrations
- Designed/built Facebook apps
- Led the design & development of mobile-specific template module for our open-source Ruby on Rails CMS
- Led card-sorting & conducted user-testing for client sites

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EXPERIENCE

Senior Interactive Designer

Thinkdesign from Feb 2010 until Jul 2011

- Developed usable, optimized websites for multiple clients—wireframing, design, front-end coding, and CMS integrations
- Designed and developed HTML emails for national / international campaigns—wireframing, design, coding, and testing
- Designed banner ads via animated gifs before it was cool- Created and implemented client PPC campaigns

More work experience available on [LinkedIn](#).

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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.

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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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I enjoy designing for conversion, driving customer & business value, optimizing onboarding to be effective, and simplifying pains with better tooling. I'm typically writing in Google Docs, on a call with a customer, working with engineers/PMs, pixeling in Figma, digging into data, or coding in Sublime Text.

I've helped businesses reduce churn, increase trial & paid sign ups, optimize feature adoption, set up research & testing processes, create feedback loops, and more. ***How can I help your business?***

Get in touch today