

Jeff Doan

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 18+ 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

Staff Product Designer, Monetization

[Homebase](#) • February 2024 until now

All things Acquisition > activation >
monetization > retention

Principal Product Designer

[Heal.me](#) • June 2023–February 2024

- Optimized sales > product handoff for maximum adoption and customer value
- Created design system to increase retention and revenue
- Increased bookings and customer activations by 20% MOM
- Increased revenue by 15% MOM
- Lead strategy, customer research, testing, and design reviews

hire.jefff.co

the.jeffdoan@gmail.com

SKILLS

- Product/strategy
- UX design
- UX research
- UX writing
- UI design
- Growth design
- Copywriting
- 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%
- 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 • 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
- HTML
- CSS
- JavaScript
- Ruby on Rails/PHP
- git
- Github
- Google Analytics
- Google Sheets
- Amplitude
- Looker
- Hotjar
- Maze
- Gong
- ChatGPT

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EXPERIENCE (CON'T)

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