

# Jeff Doan

Product, growth, and business designer/  
developer 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](https://hire.jefff.co)

[the.jeffdoan@gmail.com](mailto: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, React, and NextJS
- Ruby on Rails/PHP
- git
- Github
- Google Analytics
- Amplitude
- Looker
- Hotjar
- Maze
- Gong

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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

## **Portfolio at [hire.jefff.co](https://hire.jefff.co)**

View case studies, live samples, personal work, and more on my website. No password needed.