

# Jeff Doan

Lead Product Designer



## EXPERIENCE

### Lead Product Designer/Design Manager

Thriveworks from Oct 2021 until now

Focusing on optimizing the mental health journey for clients, Support agents, and therapists. A big push around trying to make therapists' lives easier + need less technology. Led design team weekly reviews, oversaw design system, and set up usability testing.

### Senior Product Designer, Growth

Productboard from May 2021 until Oct 2021

A mishmash of making the experience better while maintaining key business goals, and optimizing acquisition funnels.

### Director of Growth Design

SimplePractice from Sep 2019 until May 2021

Redesigned, rebuilt, and relaunched simplepractice.com to optimize for conversions: Increased trial-to-paid activation rate by 25%, and increased visit-to-trial sign up conversion by 9%. Managed team of 3.

[hire.jeffff.co](https://hire.jeffff.co)

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## SKILLS

Product strategy  
Jobs-to-be-Done  
UX design  
UX research  
UX writing  
UI design  
Growth design  
Prototyping  
Usability testing  
Keyword research  
A/B testing

## TOOLS

Figma, HTML, CSS,  
JavaScript, Ruby on  
Rails, PHP, Google  
Analytics, Heap, Hotjar

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## EXPERIENCE (CON'T)

### Senior Product Designer

SimplePractice from Jul 2017 until Sep 2019

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A mishmash of making the experience better while maintaining key business goals. Helping define product strategy, writing user stories, and leading UX research.

### Senior UX/UI Designer

DogVacay from Oct 2016 until July 2017

Ideated and oversaw various A/B tests to optimize the guest checkout and host application flows. *Acquired by Rover.com.*

### Product Designer

Tradesy from Jan 2015 until Aug 2016

A mishmash of making the experience better while maintaining key business goals. Myriad efforts to optimize the checkout and seller onboarding flows.

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

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## SIDE PROJECTS

### **MyPerfectJob**

[Website](#)

[hire.jeffff.co](http://hire.jeffff.co)

[the.jeffdoan@gmail.com](mailto:the.jeffdoan@gmail.com)

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**

[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](#).*