Jeff Doan; a bit about me.

A lover of garage rock and minivans; a product designer and front-end tinkerer; a husband and a rad dad with 15% more mohawk. I also love Tolkein and Discworld; wiener dogs; and my collection of colorful pants.

To me, product design is not about making beautiful things. Effective product design is about creating something that you truly believe in; something human beings will, and want to, use; and making it better and better everyday.

The word beautiful permeates the digital product world unfortunately; and it does nothing to help me, nor anyone else, derive any significant value about said product.

Also, I live in Arlington, VA with my South African wife, rambunctious daughter, and wiener dog named Bean. Email me @ the.jeffdoan@gmail.com or give me a shout @ 703-867-5220.

Now, onto my resume:

- UI & UX design
- HTML, CSS / SASS, Javascript / jQuery
- PHP, a decent bit of Ruby & Rails, and some Java/JSP
- RESS / Responsive design & dev
- SaaS marketing & design
- Command line, git & markdown
- Jekyll & Wordpress
- Mobile design & dev
- Wireframing (I <3 the Mockingbird app)
- Photoshop / Illustrator / InDesign (I <3 print design)
- HTML email design, build & testing using MailChimp, CampaignMonitor & Litmus
- Mandrill & SendGrid
- Basecamp
- Tomfoolery
- Being a music snob & hating on Facebook

Lead UI/UX Designer
LeagueApps Sep '13 -- Present

- The whole shebang: stakeholder interviews, user testing, usability testing, wireframing, UX & UI design, front-end build & JSP integration
- Created & implemented design & front-end mobile framework for LeagueApps-powered sites (16m+ uniques / year and growing) -- works on iOS, Android and Windows
- Created & implemented design & hand-crafted code for LeagueApps-sent emails -- works in all email clients & Gmail on mobile
- Redoing the leagueapps.com marketing site to improve conversions for our unique marketshare -- rethinking how the SaaS platform sales cycle should be presented to prospects

CSS Developer
nclud July '11 -- Sep '13

- Developed usable, optimized, speedy websites for multiple clients -- [some
  design], 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: BrowserCMS
- Led card-sorting & conducted user-testing for client sites
- Created HTML prototypes / for IA testing
- Spoke (& didn't voice crack) at multiple events

Sr. Interactive Designer
Thinkdesign Feb '10 -- July '11

- 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 (animated gif & flash)
- Created and implemented client PPC campaigns

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eMarketing Manager
Marketing General Apr '08 -- Feb '10

- Developed micro-sites for national campaigns -- design, wireframing, and front-
  end coding
- Developed HTML emails for national / international campaigns -- wireframing,
  design, coding, and testing
- Developed promotional, trigger-based, and newsletter HTML emails
- Designed banner ads (animated gif & flash [boo])
- Managed team with senior developer

Sr. Designer
Healthy Back Store Feb '05 -- Apr '08

- Developed direct mail for national campaigns
- Designed ROP for national newspaper & magazine publications such as The
  Washington Post, The San Diego Tribune, The Wall Street Journal, and The Boston
  Globe
- Worked closely with vendors managing multiple print jobs
- Managed team with junior designer

Jr. Web Designer
Sit4Less.com Feb '05 -- Apr '08

- Developed email and banner ads for national campaigns -- wireframing, design,
  coding, and testing
- Developed landing pages for national and local campaigns

Jr. Graphic Designer
Rocket 9 Design Fed '05 -- Sep '05

- Created t-shirts, retooled website, developed direct mail

Education
James Madison U 2004

- B.S. in Studio Art, 3.28 G.P.A.

In closing, I couldn't be happier that Death from Above 1979 have reunited & are
on tour. But, more importantly if you're so inclined, find more about me here, or
follow me on Twitter.

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