

Jeff Doan

Lead Product Designer



EXPERIENCE

Lead Product Designer

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.

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%.

hire.jeffff.co

the.jeffdoan@gmail.com

SKILLS

Product strategy
Jobs-to-be-Done
UX design
UX research
UX writing
UI design
Prototyping
Growth design
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](#)

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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](#).