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#                            #
#  Jeff Doan                 #
#  the.jeffdoan@gmail.com    #
#  hire.jefff.co             #
#  703-867-5220              #
#  Los Angeles, CA           #
#                            #
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```

I make things for the mobile web, and I love HTML email. I'm also a
lover of garage rock, vinyls, and minivans; a product designer and
front-end tinkerer; a husband and dad. I also love Tolkien and
Discworld, Led Zeppelin, my collection of colorful pants, and I live
in LA. I love making products that help people do things they easily
cannot do otherwise.

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To me, product design is about creating something of value; something
actual people will want to use. It's the process of making it better
and better everyday. It's learning what your users do, where they
struggle, why they struggle, and how to alleviate those struggles,
where possible. It's also learning how they use your product: on
Windows, mobile, low-bandwidth access, etc., and then designing for
these scenarios.

Product design is almost never about making beautiful things. The word
beautiful permeates the digital product world far too often; and it
does nothing to help anyone derive significant value about a product.

Can I help you build better products? Get in touch,
the.jeffdoan@gmail.com, if so.

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Solving user problems, with business goals in mind, is my bag. Below
are some of my skills & resume:

* UX design: research, user testing, sketching & wireframing
* UI design: Sketch/Photoshop, hand-coded prototyping
* Front-end: HTML, CSS & JavaScript (some React)
* Back-end: PHP, some Ruby/Rails
* HTML email: design, build & testing
* git & markdown
* Jekyll & Wordpress
* SaaS marketing & design
* Being a music snob & hating on Facebook

Product Designer
@Tradesy: Jan '15 -- present

* Mobile web navigation: redesigned and built new navigation to kill
the hamburger menu
  - led to deeper, longer site sessions
* Mobile + tablet signup / login: redesigned and built new pattern for
simpler use
  - led to more conversions
* Self-service: researched, designed and built custom Zendesk
integration on tradesy.com via their API
  - freed up Member Care team to tackle bigger member issues
* Mobile + tablet shopping filters: researched, designed and built new
filter patterns
* Promoted Listings: researched, designed, and prototyped first non-
commission revenue stream
  - ongoing effort
* In-app Notifications: designed and built framework for system in-app
notifications
* Cookie consolidation: built name/key object cookie support to reduce
the number of cookies we use overall
* Performance improvements: across the board
  - HTML, CSS and image optimization strategies
* Built personalized email recommendations template / custom image
gallery email
* Designed & built personalized mobile web homepage concept

Lead UI/UX Designer
@LeagueApps: Sep '13 -- Dec '13

* The whole shebang: stakeholder interviews, user testing, usability
testing, wireframing, UX & UI design, front-end build &s JSP
integration
* Designed and built front-end mobile framework for LeagueApps-powered
sites (16m+ uniques / year and growing)
  - works on iOS, Android and Windows
* Designed and built LeagueApps-sent emails
  - work in all email clients & Gmail on mobile
* Redesigned the leagueapps.com marketing site to improve conversions
for our unique marketshare
  - rethinking how the SaaS platform sales cycle should be presented
to prospects (not launched before I transitioned)

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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

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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 via animated gifs before it was cool
* Created and implemented client PPC campaigns

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eMarketing Manager
@Marketing General Inc.: 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 via animated gifs before it was cool
* Managed team with senior developer

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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: Feb '05 -- Sep '05

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

Education
@James Madison University: 2004

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

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In closing, I couldn't be happier that Death from Above 1979 are back
on tour. But, more importantly if you're so inclined, find more about
me here (http://hire.jefff.co), or follow me on Twitter (https://
twitter.com/jefffis), Medium (https://medium.com/@jefffis), or on
Github (https://github.com/@jefffis).

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