Jeff Doan

the.jeffdoan@gmail.com
http://hire.jefff.co
703-867-5220
Los Angeles, CA

~~~~~~~~~~~~~~

A bit about me

I make things for the mobile web, and I love HTML email. I'm a Los Angeles-based nerd, product designer, front-end tinkerer, husband and father. Whenever I can, I try to make products that help people do things they cannot easily do otherwise. I have 12+ years of UX/UI design, front-end (HTML, CSS & JavaScript) experience, and am dangerous enough when it comes to Ruby/Rails and PHP.

~~~~~~~~~~~~~~

To me, Product Design is

About creating something of value; something actual people will want to use. It's the process of making the product better and better everyday. It's learning what your users are doing, where they struggle, why they are struggling, 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. Let's rather make something with meaning than with beauty.

~~~~~~~~~~~~~~

Design & Development Experience

- Product concept & strategy

- Customer Onboarding & Jobs-to-be-Done

- UX design
  research, user testing, sketching, wireframing

- UI design
  Sketch/Photoshop/InVision, hand-coded prototyping

- Front-end
  HTML, CSS (SASS), JavaScript (some React & Vue)

- Back-end
  PHP, some Ruby/Rails, Jekyll, Wordpress

- HTML email
  design, build & testing

- Mailchimp, Litmus, Sendgrid, and Mandrill

- mobile-first design, responsive / RESS design

- git, build tools, markdown, CLI, Heroku

- web performance & AMP

- SEO, analytics & A/B testing
  Google Analytics, Tableau, Amplitude, Mixpanel, Optimizely

- agile, scrum, and waterfall

- print design, InDesign

Senior Product Designer
SimplePractice, *from July 2017 until present*

- Customer Onboarding: increased paid activation rate by 25%
- 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 October 2016 until July 2017*

- Host application flow: reduce UI clutter and focus on conversion goals
  led to an increase in high quality hosts and conversion
- Checkout optimizations: simplify UI, reduce confusion by re-ordering form fields
  led to an increase conversions
- New vertical work: researching, prototyping and building custom flows for expanding revenue
- Mobile search result optimizations: add distance from Host & sort filters based on impact
  led to an increase conversions
- Host review optimizations: simplify UI, clarify public VS private feedback
  led to an increase granular reviews (ongoing)
- Search filter persistence: when a guest enters filter criteria, this persists until they change it (even on subsequent site visits)
  led to an increase in engagement and conversion
- Desktop geolocation: get specific lat/long of desktop users for better search results
  led to an increase in conversion

~~~~~~~~~~~~~~~

Product Designer
Tradesy, *from January 2015 until August 2016**

- 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 & 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, an 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
- Built JavaScript controller to handle all inline form validations
  Github gist explaining front-end markup
- 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 UX/UI Designer
LeagueApps, *from September 2013 until January 2015*

- The whole shebang: stakeholder interviews, user testing, usability testing, wireframing, UX & UI design, front-end build & 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
  works in all email clients & Gmail on mobile
- Redesigned the leagueapps.com marketing site to improve conversions
  rethinking how the SaaS platform sales cycle should be presented (not launched before I left)

UI/UX Designer & CSS Developer
nclud, *from July 2011 until September 2013*

- 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

Senior UI/UX Designer & Interactive Designer
Thinkdesign, *from February 2010 until July 2011*

- 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

~~~~~~~~~~~~~~

eMarketing Manager
MGI, *from April 2008 until February 2010*

- Developed micro-sites for national campaigns
  design, wireframing, and front-end coding
- Developed HTML emails for national / international campaigns
- Developed promotional, trigger-based, and newsletter HTML emails
- Designed banner ads via animated GIFs before it was cool
- Managed team with senior developer

~~~~~~~~~~~~~~

Designer
Healthy Back Store, *from February 2005 until April 2008*

- Developed direct mail for national campaigns
- Designed ROP for national newspaper & magazine publications
- Managed team with junior designer

~~~~~~~~~~~~~~

Junior Web Designer
Sit4Less.com, *from February 2005 until April 2008*

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

~~~~~~~~~~~~~~

Education
James Madison University, *May 2004*

Jeff Doan ~ the.jeffdoan@gmail.com ~ http://hire.jefff.co

Can I help you build better products? **Get in touch.**

I'm on Twitter, Medium, Github, and LinkedIn.