

Jeff Doan

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## 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 8+ years of UI/UX design, front-end (HTML, CSS & JavaScript) experience, and am dangerous enough when it comes to Ruby/Rails and PHP.

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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 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.

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## Design & Development Experience

- Product concept & strategy
- UX design
  - research, user testing, sketching, wireframing*
- UI design
  - Sketch/Photoshop/InVision, hand-coded prototyping*
- Front-end
  - HTML, CSS (SASS), JavaScript (some React)*
- 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
- SEO & analytics
- agile, scrum, and waterfall
- print design, InDesign

## Product Designer

Tradesy, from January 2015 until 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 Overhaul: 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, 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

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Lead UI/UX 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
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)

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

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## **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
- Created and implemented client PPC campaigns

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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
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

Designer

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

- 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

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

Junior Graphic Designer

Rocket9 Design, *from February 2005 until September 2005*

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

Education

James Madison University, *May 2004*

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

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

I'm on [Twitter](#), [Medium](#), [Github](#), and [LinkedIn](#).