

# Jeff Doan

Denver, CO



Product, growth, and business designer that loves using tech for good.

I solve customer and business problems with simple, efficient tooling, and I excel at taking an idea from 0 to usable thing. I have 17+ years of experience in UX and UI design, product design and strategy, and development. In my career, I've worked across B2C, B2B, SaaS, and mental health.

## EXPERIENCE

### Principal Product Designer

Heal.me from June 2023 until now

- Optimizing the sales ↔ product handoff for maximum adoption and customer value
- Designing a streamlined, modern design system to increase retention and revenue (for use across both saas and marketplace)
- Increasing bookings and customer activations by 20% MOM
- Increasing sales velocity with simpler processes and collateral
- Increasing revenue by 15% MOM
- Leading strategy, research, and design for new features (0-1)
- Leading customer research and testing
- Leading weekly design reviews

[hire.jefff.co](https://hire.jefff.co)

[the.jeffdoan@gmail.com](mailto:the.jeffdoan@gmail.com)

## SKILLS

Product/strategy,  
UX design,  
UX research,  
UX writing/copywriting,  
UI design,  
Growth design,  
Jobs-to-be-Done,  
Prototyping,  
Design systems,  
Usability testing,  
Keyword research,  
A/B testing,  
Data analysis

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## EXPERIENCE

### Lead Product Designer/Design Manager

Thriveworks from Oct 2021 until June 2023

- Reduced clinician churn by 17%
- Increased first-session show rate 30%
- Decreased insurance billing issues 20%
- Defined & led UX research process
- Defined & led UX testing process
- Lead UX research calls for therapists and clients by understanding their Jobs-to-be-Done
- Designed & validated new tools to streamline therapists daily jobs to increase productivity, satisfaction, and retention
- Led design team weekly reviews, oversaw design system

### Senior Product Designer, Growth

Productboard from May 2021 until Oct 2021

- Increased trial sign ups by 8%
- Defined and setup SEO & continuous research strategy
- Led research/strategy on homepage redesign

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## TOOLS

Figma, HTML, CSS, JavaScript, Ruby on Rails, PHP, Google Analytics, Heap, Hotjar, git, Github, Slack, ChatGPT, Maze, Google Sheets

## EDUCATION

**James Madison U.**

B.S, Studio Art

2001 - 2004

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## EXPERIENCE

### Director of Growth Design

SimplePractice from Sep 2019 until May 2021

- Increased trial activation rate by 25%
- Managed growth product roadmap to focus on high-impact efforts with limited resources
- Increased trial sign ups by 9%
- Redesigned, rebuilt, and relaunched simplepractice.com to optimize for conversions
- Managed website team, to optimize for performance & conversions

### Senior Product Designer

SimplePractice from Jul 2017 until Sep 2019

- Helped define product strategy
- Wrote user stories
- Designed/validated new features
- Led design team weekly reviews
- Designed & maintained design system
- Defined/led UX research/testing processes

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## HOBBIES

Music, live shows,  
books, making art,  
hiking, roller blading

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## EXPERIENCE

### Senior UX/UI Designer

DogVacay from Oct 2016 until Jul 2017

- Search filter optimizations led to an increase in engagement and conversion
- Desktop geolocation led to an increase in conversion
- Host application flow optimizations—led to an increase in high quality hosts and conversions
- Checkout optimizations—led to an increase in conversion
- Mobile web search optimizations—led to an increase conversions

### Product Designer

Tradesy from Jan 2015 until Aug 2016

- Mobile web nav redesign—led to deeper, longer site sessions
- Self-service redesign—freed up Member Care team to tackle bigger member issues
- Mobile/tablet filter redesign
- Promoted Listings: Led effort to build ad-based revenue stream

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## FAVORITE BANDS

- Led Zeppelin
- Death From Above 1979
- Crystal Castles
- !!!
- Future Islands

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## EXPERIENCE

### Lead UX/UI Designer

LeagueApps from Sep 2013 until Dec 2015

- Designed and built front-end mobile web framework for all traffic (16m+ uniques / year and growing)
- Designed and built LeagueApps-sent emails to work in all email clients & Gmail on mobile
- Redesigned marketing site to increase sales leads and conversions

### CSS Developer

nclud from Jul 2011 until Sep 2013

- Developed usable, optimized, speedy websites for multiple clients—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
- Led card-sorting & conducted user-testing for client sites

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## FAVORITE BOOKS

- Mistborn Era 1
- The Dark Tower
- The Farseer Trilogy
- The Hobbit

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## EXPERIENCE

### Senior Interactive Designer

Thinkdesign from Feb 2010 until Jul 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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*More work experience available on [LinkedIn](#).*

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## SIDE PROJECTS

### MyPerfectJob

[Website](#)

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.

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### Find Your Newsletter (sold)

[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](#).*

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I enjoy designing for conversion, driving customer & business value, optimizing onboarding to be effective, and simplifying pains with better tooling. I'm typically writing in Google Docs, on a call with a customer, working with engineers/PMs, pixeling in Figma, digging into data, or coding in Sublime Text.

I've helped businesses reduce churn, increase trial & paid sign ups, optimize feature adoption, set up research & testing processes, create feedback loops, and more. ***How can I help your business?***

**Get in touch today**