

# HI!

Eloisa Docton  
Designer  
eloisadocton.com

---

Dear hiring team at Netlify,

Currently, I am working at a tech startup where I've been doing a lot of market research to find unprecedented opportunities for the company by applying the unique technology it offers into other markets. I also perform a lot of design research, to create mock ups and prototypes of such offerings to present to the CEO & subsequently to the board of directors.

In terms of web-design & marketing, I update all visuals and content on the landing pages of the company's main website, company blog & social media. I also do the same for our clients who are international.

My favorite part of what I do is problem-solving through visual storytelling and feeling the genuine satisfaction of seeing the results through feedback and data.

I'm a data-driven creative who helps companies understand user's behavior & translate findings to simple & meaningful products that go beyond beautiful visuals.

My skill set includes 14+ years of design experience in various disciplines, business development & web development (HTML, CSS, JQuery, JavaScript & working with development teams).

What interests me most about working for Netlify is the possibility to work with a team that "Gets" the needs of both designers and developers, as this product answers a lot of questions and solves a lot of pain points for both teams.

I look forward on hearing from you and discussing this position further,

Eloisa Docton

## Skill Set

Over 14+ years of industry experience across all design disciplines.

Expert experience with Adobe CS: Illustrator, Photoshop, InDesign, After Effects, Dreamweaver, XD & Spark.

Advanced web design experience with native HTML, CSS, JQuery, JavaScript, WordPress, Squarespace, Zeplin & Google Sites.

Advanced experience using Atom, Terminal, iTerm & GitHub.

Advanced project management software & methodology experience with Basecamp, ZenHub & Agile.

Highly skilled in prototyping with Sketch, Adobe XD, Invision & Marvel App.

Highly skilled in email design using Salesforce Marketing Cloud & Mail Chimp.

Highly skilled in end-to-end processes with experience in UX and UI, in product design & improvement.

## Education & Qualifications

2016-2017 - UI Design & Development, The Iron Yard

1996-1999 - Tourism, Instituto Rodolfo Loero Arismendi

1995-1996 - Fashion Design, Atelier de Artes Alezard

## Memberships & Organizations

Girl Develop It - Since 2013

Women Who Code - Since 2013

Dribbble - since 2017

Triangle UXPA - since 2016

## Career Snapshot

