CV

Eloisa Docton
Designer
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Introduction

I'm a data-driven creative with 5+ years of e-commerce experience who helps companies understand user's behavior & translate findings to optimize product performance.

Throughout my career, I've had the opportunity to explore different business functions within marketing, product development, customer advocacy & even front-end development, these practical experiences help me bring unique insights into the user-centering process for product positioning & development while considering the big picture and all it's moving parts.
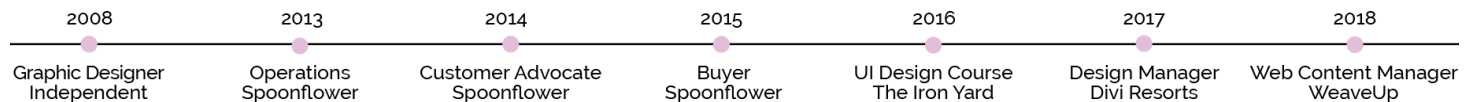
While I'm a self-starter who works well independently, I highly value team collaboration, I find that having a place to question and grow ideas nurtures creativity, problem-solving & learning from users.

I'm looking to join an energetic team that shares my passion for performance & feels as strongly for delivering the best products possible as I am.

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

Skill Set

E-commerce experience managing inventory & content.

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.

Memberships & Organizations

Girl Develop It - Since 2013
Women Who Code - Since 2013
Dribbble - since 2017
Triangle UXPA - since 2016

Career Snapshot

2008	2013	2014	2015	2016	2017	2018
Graphic Designer Independent	Operations Spoonflower	Customer Advocate Spoonflower	Buyer Spoonflower	UI Design Course The Iron Yard	Design Manager Divi Resorts	Web Content Manager WeaveUp