HI!

Eloisa Docton
Designer
eloisadocton.com

Dear hiring team at IQVIA,

Currently, I am working at a tech startup, 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. Part of this work also to establish brand standards for the company and our B2B clients.

IQVIA is creating new standards, what interests me most about becoming part of your company is having a hand in the possibility of improving the health industry standards.

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

Throughout my design career, I've had the opportunity to branch out & explore different business functions within marketing, product development, customer advocacy & even front-end development with a UI Design certification. These practical experiences help me bring unique insights into the user-centering process for product design & 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 have been in leadership positions for a few years and there's something very rewarding about enabling & mentoring other designers reach their potential.

I'm looking to join a team that shares my passion for creating products that address the user's needs before they even know they have them & that values the research involved to get there.

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

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