

HI!

Eloisa Docton
Designer
eloisadocton.com

Dear hiring team at TriMark Digital,

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.

I have worked in different organizations from startups and international corporations, while also holding other exploratory positions that have given me what I consider to be unique and valuable insights that help me craft thoughtful products.

What interests me about working at TriMark is to work with various clients in unique industries and being part of what is seemingly an incredibly talented and positive team.

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'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

