

ELOISA DOCTON

Creative problem solver
with design, team building
& coding backgrounds.

CONTACT

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EDUCATION



2017: UI DESIGN



1999: TOURISM

TRAITS

Design Problem Solver
Natural Eye for Color
Prototyping
Pattern Repeats {Master}

COMMUNITY

Triangle UXPA
Girl Develop It
AIGA
Ladies who UX
Women Who Code
The Iron Yard Alumni

SKILLS

DESIGN

- Photoshop
- Illustrator
- After Effects
- InDesign
- Sketch

DEVELOPMENT

- HTML5
- CSS3
- Sass
- JQuery
- Wordpress/CMS

GENERAL

- Spanish {Fluent}
- Avid Researcher

WORK

MULTIMEDIA DESIGNER DIVI RESORTS

March 2017 - Present

- Oversee and update Divi Resorts, Divi Vacation Club and Restaurant Websites.
- Video editing and creation.
- Edit Photographs, design graphics and various banners for web presence.
- Compile, curate and design various presentations.
- Design social media imagery and video.

INDEPENDENT DESIGNER ELOISA D.

January 2008 - Present

- Concept and design of surface patterns for fabric and paper, logo design, and web illustrations.
- Negotiate license contract terms and costs.
- Some clients include: Cinnamon Joe Studios, Joann's fabrics, Timeless Treasures fabrics and Spoonflower.

SR PROCUREMENT SPECIALIST SPOONFLOWER

May 2015 - July 2016

- Collaborated with multiple departments, leadership levels, and vendors to secure the success of production and R&D efforts.
- Directed inventory of two factories {US and Germany}.
- Established and maintained vendor relationships, negotiated the cost of raw materials and contract terms.
- Collaborated closely with the marketing and engineering team to design internal communications graphics, customer-facing illustrations and website improvements.
- Managed projects employing agile methodology.

SR CUSTOMER ADVOCATE SPOONFLOWER

February 2014 - May 2015

- Chosen to develop design courses and market blog posts, design graphics for marketing and inter-company emails as needed.
- Became the Customer Service liaison which included compiling, analyzing and communicating data to the company on a weekly basis, and identifying improvement opportunities to align company departments and goals, plus improve employee morale.
- Fostered customer satisfaction with design and order support.
- Coordinated tours of Durham factory.