

# CV

Eloisa Docton  
Designer  
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## **WeaveUp, Web Content Manager**

**03/2018 - Present**

Craft web content that resonates with users & improves the quality of their web experience.  
Design landing pages, marketing collateral, video, wireframes & mockups in-house while collaborating with a remote development team & worldwide clients.  
Design emails in MailChimp & surveys in SurveyMonkey.  
Work closely with the CEO & MCO to carve & produce new products, brand elements & UI functions.  
[www.weaveup.com](http://www.weaveup.com) | [www.weaveup.materialised.com](http://www.weaveup.materialised.com) | [www.signaturedesignink.com](http://www.signaturedesignink.com)

## **Divi Resorts, Design Manager**

**03/2017 - 03/2018**

Led the design team through all marketing projects for seven resorts, six restaurants, one golf course, one casino & a dive shop.  
Managed all seven company websites, hosted with WordPress & Vizergy  
Designed emails within Salesforce Marketing Cloud.  
Improved UI functions, increased successful online bookings & relieved call center volumes.  
Worked closely with clients & vendors in the Caribbean to ensure the hundreds of aesthetic elements created worked well with the projects.  
[www.diviresorts.com](http://www.diviresorts.com) | [www.pureoceanrestaurant.com](http://www.pureoceanrestaurant.com) | [www.dividive.com](http://www.dividive.com) | [www.windowsonaruba.com](http://www.windowsonaruba.com) | [www.purebeachrestaurant.com](http://www.purebeachrestaurant.com) | [www.divilinks.com](http://www.divilinks.com) | [www.divivacationclub.com](http://www.divivacationclub.com)

## **Spoonflower, Buyer**

**10/2013 - 08/2016**

Started as an Operations Team Member for six months, was promoted to Customer Advocate for one year, lastly promoted as a Buyer for 2 years.  
Gained experience in UX/UI research, case studies & product development while managing comprehensive data to lead just-in-time inventory for two international factories.  
Worked closely with international teams to create content & improve User Experience.  
Collaborated within marketing in photo shoots, blog posts & graphics.  
[www.spoonflower.com](http://www.spoonflower.com) | [www.sproutpatterns.com](http://www.sproutpatterns.com) | [www.roostery.com](http://www.roostery.com)

## **Contract Creative Work**

**07/2008 - Present**

### **Right Comply, UI Designer**

Compliance product for enterprises, my role was to perform user experience studies, and develop UI & Web design based on findings plus rebranded and created style guides.

### **Fuquay Varina Band Boosters, UI Designer**

A non-profit organization that raises money for underfunded Fuquay Varina High School Band program. Web & UI design.

### **Bike MD, UI & Product Designer**

A web app that connects motorcycle technicians and users to troubleshoot issues. Product, Web, UI Design & Front End Development.

### **Jelly the Pug, Designer**

A children's fashion company based in the US. Textile design.

### **Timeless Treasures, Designer**

One of the largest quilt fabric companies in the US. Textile design.

### **Cinnamon Joe Studios, Designer**

Successful art representation international house based in the UK. Surface & pattern design.

### **Spoonflower, Freelance Designer**

Marketing collateral, content, design courses & textile designs.