

# ELOISA DOCTON

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## I SUMMARY

With a plethora of experience in the technology and startup scene, I help companies understand user's behavior and motivations beyond analytics and surveys. With a genuine empathetic personality, I translate findings to simple, beautiful and meaningful products.

## I SKILLS & TOOLS

DESIGN: Adobe Illustrator, Photoshop, InDesign, After Effects.

PROTOTYPING: Invision App, Marvel App, Sketch.

USER EXPERIENCE: Wireframes, User Flows, User Research, UI Kits & Patterns.

WEB DEVELOPMENT: HTML, CSS, JQuery, CMS.

MARKETING: Google Analytics, Adobe Analytics, MarketingCloud, Social Media.

LANGUAGES: Spanish, English.

## I EDUCATION

The Iron Yard, 2017, UI Design

Instituto de Tecnologia Industrial Rodolfo Loero Arismendi, 1999, Tourism

Atelier de Artes Alezard, 1995, Fashion Design Apprenticeship

## I EXPERIENCE

MARCH 2018 - PRESENT

### **WeaveUp, Web Content Manager**

- Implement social media & content for all of WeaveUp's marketing projects.
- Collaborate with B2B clients to implement content and products for their platforms.
- Cultivate & embody WeaveUp's brand voice.

MARCH 2017 - MARCH 2018

### **Divi Resorts, Design Manager**

- Lead a team of designers through all web-development and design projects including creative collateral like landing pages, email design print projects and user experience.
- Utilize Google and Adobe Analytics to design website improvements. Today, Divi's website sessions have increased 94% and bounce rates have decreased 61% due to these efforts.
- Disciplines include creative direction, branding, front-end development, digital strategy, user interface and responsive design.

SEPTEMBER 2013 - JULY 2016

### **Spoonflower, Buyer, 2015-2016**

- Involved in product development, user testing and monitoring.
- Created a tracking system for product lifecycle and inventory control for two international factories.
- Advised partners on product positioning, pricing and timelines.
- Negotiated an average savings of 5% on blanket orders.

### **Sr. Customer Service Advocate, 2014-2015**

- My role was the first line of communication between customers and the company. Using feedback and findings to make improvement recommendations.
- Handled design, website and order issues by collaborating between various teams.
- In charge of Spoonflower's factory tours and assisted with events.
- Created informational material and blog posts for the marketing team.

### **Operations Team Member, 2013-2014**

- Assisted with order fulfillment, from inspecting, cutting fabric, sublimating and shipping.

JANUARY 2008 - PRESENT

**Freelance Surface Design**, Eloisa Docton Design/Natitys

- My portfolio includes illustrations, Graphic Design & Web Design created for:
  - Cinnamon Joe Studios: UK-Based Art Company that represents artists worldwide in shows such as Surtex and Blueprint. My designs have been sold and used by companies such as JoAnn's Fabrics, Justice, Target and Jelly the Pug, amongst others.
  - Timeless Treasures: New York-Based Textile Company that specializes in quilt-weight materials sold worldwide.
  - Mami Jami: San Francisco-Based baby-products startup. Created logos and branding materials.
  - Right Comply: San Francisco-Based HR-products startup. Designed website and branding materials.
  - Case-Mate: Atlanta-Based phone cases & accessories company. Licensed designs.

**| COMMUNITY**

Dribbble - Triangle Meetup Organizer  
Triangle UXPA - Member  
AIGA - Member  
Women Who Code - Member  
Girl Develop It - Volunteer  
Durham Women in Tech - Member  
Chik-Teck - Member

**| VOLUNTEERING**

Fuquay Varina High School Band Booster -Fundraising Chair  
Fuquay Varina High School Band Booster - fvbb.org Webmaster, Web Designer, Graphics  
Girl Develop It - event volunteer  
Open Source 101 - event volunteer

**| COLLABORATIONS**

Spoonflower: Textile design free courses in-person and online from 2013 - 2016.  
The Iron Yard: Illustration, design, logo creation free classes for the general public & students in 2017.

**| SIDE-GIGS**

Etsy Shop: Mums n Posies, custom-designed cloth dolls and accessories [www.mumsnposies.com](http://www.mumsnposies.com)  
Spoonflower Shop: Won 3 design challenges, 1 employee design challenge & top-10 designer countless times.  
WeaveUp Shop: <https://app.weaveup.com/profile/4224>

**| ENHANCEMENT COURSES**

App-Building with Salesforce - 2017, Girl Develop It.  
Service Design - 2017, Raleigh Service Jam.  
GitHub 101 - 2017, Open Source 101, The Iron Yard.