

CV

Eloisa Docton
Designer
eloisadocton.com

Introduction

I'm a data-driven creative with 5+ years of e-commerce experience who helps companies understand user's behavior & translate findings to optimize product performance.

Throughout my career, I've had the opportunity to explore different business functions within marketing, product development, customer advocacy & even front-end development, these practical experiences help me bring unique insights into the user-centering process for product positioning & development while considering the big picture and all it's moving parts.

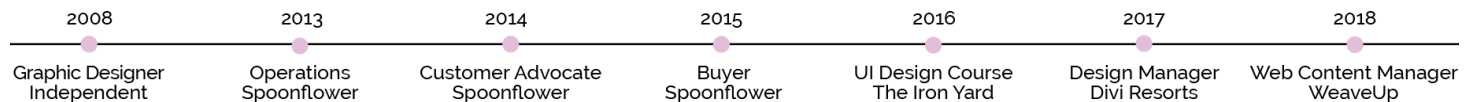
While I'm a self-starter who works well independently, I highly value team collaboration, I find that having a place to question and grow ideas nurtures creativity, problem-solving & learning from users.

I'm looking to join an energetic team that shares my passion for performance & feels as strongly for delivering the best products possible as I am.

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

Career Snapshot



Skill Set

E-commerce experience managing inventory & content.

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.

Memberships & Organizations

Girl Develop It - Since 2013
Women Who Code - Since 2013
Dribbble - since 2017
Triangle UXPA - since 2016

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WeaveUp, Web Design & 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 | www.weaveup.materialised.com | 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 | www.pureoceanrestaurant.com | www.dividive.com | www.windowsonaruba.com | www.purebeachrestaurant.com | www.divilinks.com | 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 | www.sproutpatterns.com | 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.