

ELOISA DOCTON

Creative problem solver with
design, & coding skills

CONTACT

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EDUCATION



UI Design



Tourism

ADVANCED TRAINING

Service Design
Raleigh Service Jam 2017

Salesforce App Design
GDI 2017

Text Animation
Skillshare 2017

User Testing with purpose
Ladies that UX 2016

SKILLS

Adobe CS
Motion Graphics
Video
Sketch
HTML5
CSS3
Sass
jQuery
Wordpress/CMS
Spanish
Hootsuite
Salesforce
Agile Methodology

SUMMARY

I am an empathetic illustrator who excels at solving problems and thinking outside the box. I have a strong background in customer and vendor relations while doubling as a freelance designer. I also develop websites using HTML, CSS, JQuery, Javascript and Sass.

TRAITS

Advanced Adobe CS user, excellent collaborator, conceptual thinker, user experience savvy, strong design sense, web designer, developer.

WORK

Divi Resorts, Chapel Hill, NC — Multimedia Designer
MARCH 2017 - PRESENT

- Lead all digital development and design projects including website assets, email campaigns, marketing materials, social media, events and advertising.
- Work closely with sales and content teams to strategize campaigns while defining and strengthening the brand.
- Disciplines include creative direction, digital strategy, user interface and branding.
- Project types include campaigns, branding, development, illustration, photography, videography, user interface and responsive design.

Eloisa Docton Design, Fuquay Varina, NC — Designer
JANUARY 2008 - PRESENT

- Create, develop and execute designs for a variety of customers.
- Research and apply latest trends in both print and digital spaces.
- Manage projects by utilizing an agile methodology.
- Disciplines include strategy, research, development and illustration.
- Project types include illustrations, animations and web-design.
- Customers include: Spoonflower, Cinnamon Joe Studios, Joann, Target & Timeless Treasures Fabrics.

Spoonflower Inc., Durham, NC — Senior Buyer
SEPTEMBER 2013 - JULY 2016

- Held a Sr. Customer Service position during my first year.
- Collaborated with multiple departments, leadership levels, and vendors to secure the success of production and development of products.
- Directed inventory and teams of two factories {US and Germany}.
- Established and maintained vendor relationships, negotiated the cost of raw materials and contract terms.
- As a collateral responsibility, worked closely with the marketing team to design communications through compelling graphics as a graphic designer backup.

INSTRUCTING

- Design in Wordpress - **The Iron Yard Raleigh**..... APRIL 2017
- Logo Design Intro - **The Iron Yard Raleigh**..... FEBRUARY 2017
- Intro to Pattern Repeat - **Spoonflower**..... JULY 2016
- How to create a Moodboard - **Spoonflower**..... DECEMBER 2015
- Design a Custom Book Cover - **Spoonflower**.....FEBRUARY 2015
- Design for large scale printing - **Spoonflower**NOVEMBER 2014
- Design with MS Paint - **Spoonflower**..... OCTOBER 2014
- Design a Trick or Treat Bag - **Spoonflower**..... OCTOBER 2014
- Customize your own doll - **Spoonflower**..... JUNE 2014
- Design your own candy wrappers - **Spoonflower**..... FEBRUARY 2014
- Design your own giftwrap - **Spoonflower**.....DECEMBER 2013

COMMUNITY

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