

Hello, I'm Eloisa  
and I solve problems



# CV

Eloisa Docton  
Designer  
eloisadocton.com

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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](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.

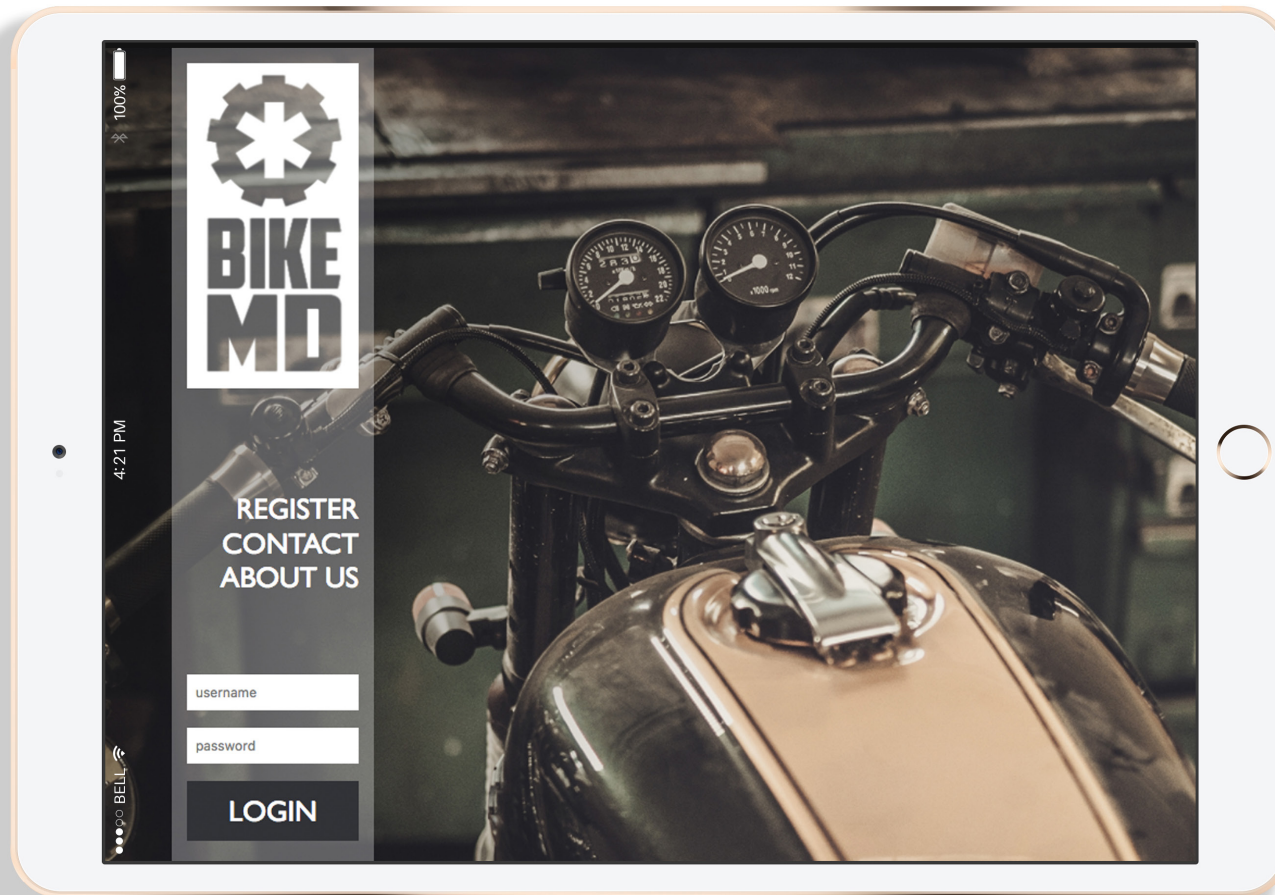
**Bike MD, UI & Product Designer**  
A web app that connects motorcycle technicians and users to troubleshoot issues. Product, Web, UI Design & Front End Development.

**Jelly the Pug, Designer**  
A children's fashion company based in the US. Textile design.

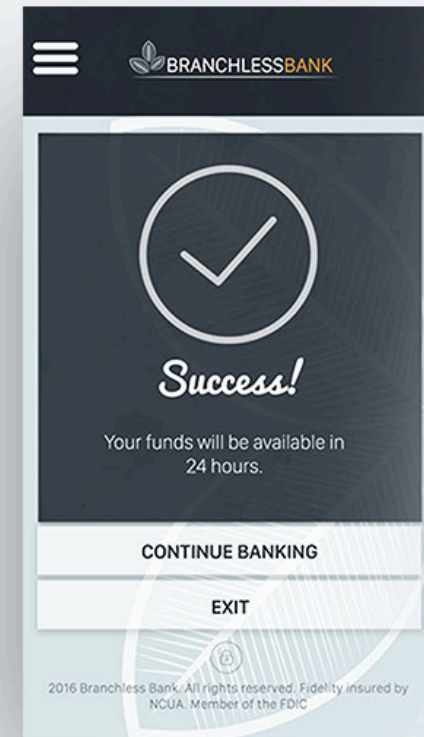
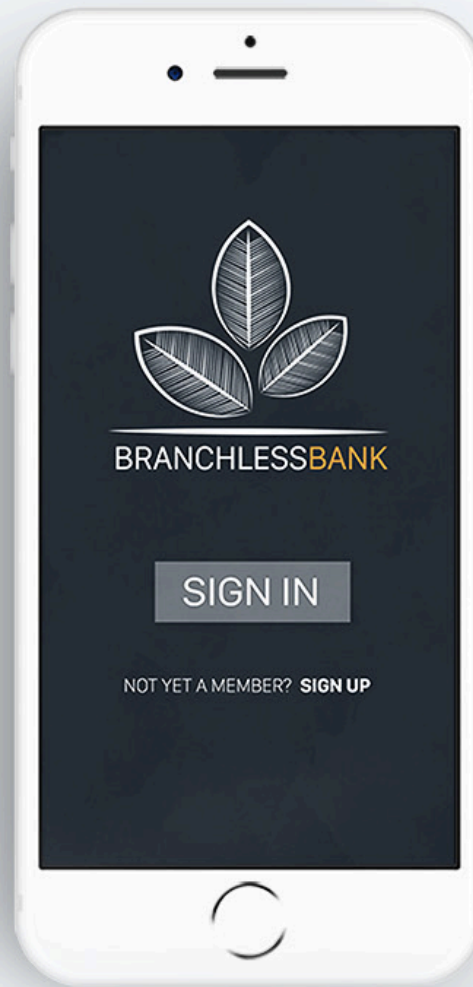
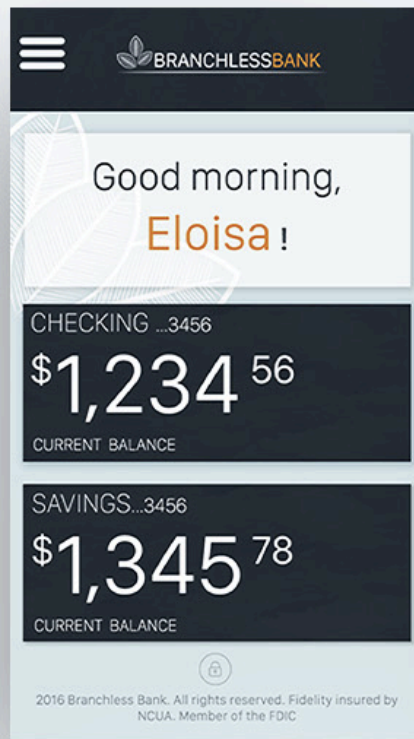
**Timeless Treasures, Designer**  
One of the largest quilt fabric companies in the US. Textile design.

**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.

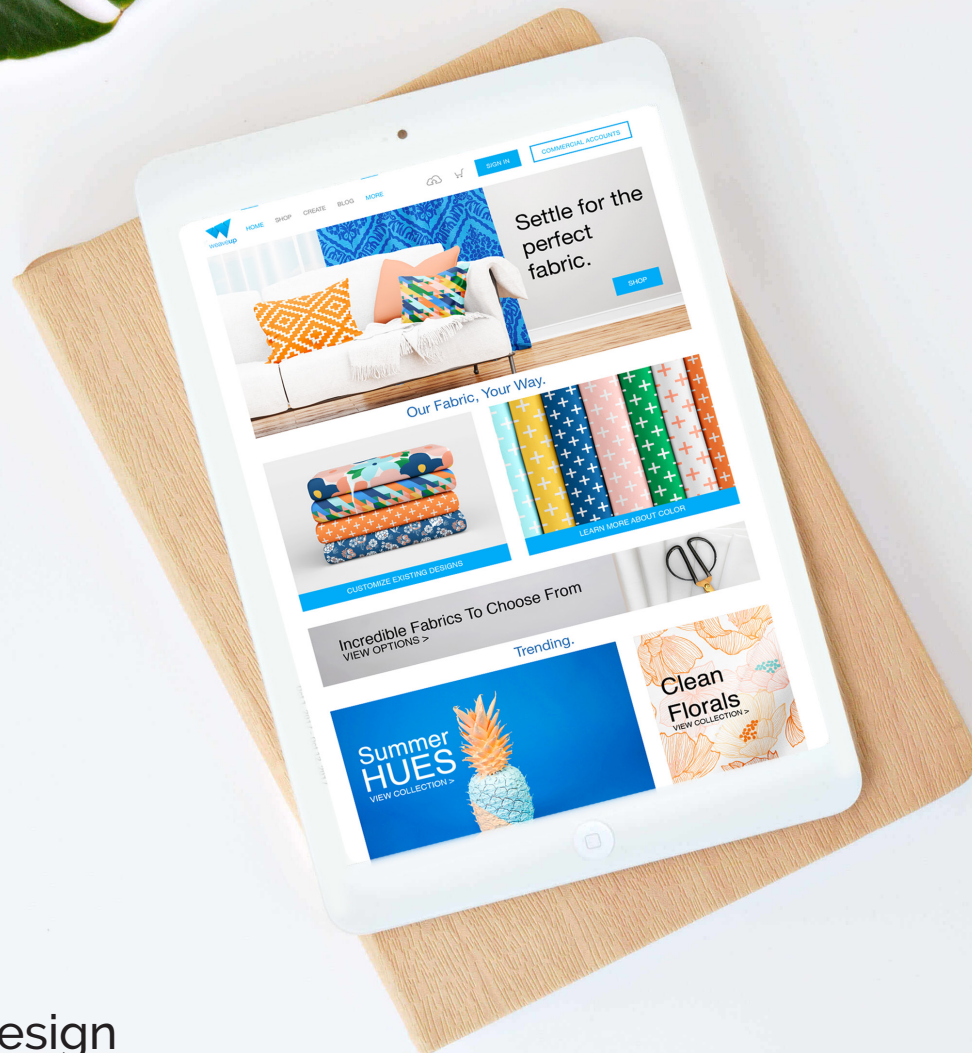


**Bike MD** / This app connects motorcycle techs with other experts to find solutions to technical problems. Members can post questions, solutions, and vote for posted answers.



**Branchless Bank (imagination)**/ This app solves the problem of having to visit a bank branch for everything. Customers can connect to the app to manage all of their banking and have a completely customized experience.





**WeaveUp** / The ultimate design platform for creatives. Designers can upload and sell their designs printed onto surfaces like fabric & wallpaper. The platform allows for designs to be color, repeat & scale customized.





**Divi Resorts/** this website contains all of the company's resorts, sales & offerings. Customers can learn about the different Caribbean islands, available resorts & activities, sign up for emails & book their next vacation.







