

# ELOISA DOCTON

Creative problem solver  
with design, & coding skills.

## CONTACT

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## EDUCATION



2017: UI DESIGN



1999: TOURISM

## TRAITS

Advance Adobe CS knowledge  
Excellent collaborator  
Conceptual thinker  
User Experience Savvy  
Strong Design Sense

## COMMUNITY

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

## OBJECTIVE

To leverage my 8+ years of graphic design experience, public relations skills, and expertise in research and implementation into a role that is user-centered.

## SKILLS

### DESIGN

- Photoshop
- Illustrator
- After Effects
- InDesign
- Sketch

### DEVELOPMENT

- HTML5
- CSS3
- Sass
- JQuery
- Wordpress/CMS

### GENERAL

- Spanish {Fluent}
- Avid Researcher
- Hootsuite
- Salesforce
- Agile Methodology
- HubSpot Workflow

## WORK

MULTIMEDIA DESIGNER DIVIRESORTS.COM | DIVILINKS.COM | PURE  
OCEANRESTAURANT.COM | WINDOWSARUBA.COM

- Lead and execute all digital design projects including homepage banners, landing page content, product page content, email campaigns, social media, and digital advertising.
- Design for a digital-first approach across an omni channel business.
- Collaborate in development of brand campaigns and go-to-market seasonal product launches, and take direction from those campaigns to build digital assets

INDEPENDENT DESIGNER ELOISADOCTON.COM | BIKEMD.HEROKUAPP.COM  
January 2008 - Present

- Concept and design of surface patterns for fabric and paper, logo design, and web illustrations.
- Negotiate license contract terms and costs.
- Some clients include: Cinnamon Joe Studios, Joann's fabrics, Timeless Treasures fabrics and Spoonflower.

### SR BUYER

May 2015 - July 2016

### SPOONFLOWER

- Collaborated with multiple departments, leadership levels, and vendors to secure the success of production and R&D efforts.
- Directed inventory of two factories {US and Germany}.
- Established and maintained vendor relationships, negotiated the cost of raw materials and contract terms.
- Collaborated closely with the marketing and engineering team to design internal communications graphics, customer-facing illustrations and website improvements.
- Managed projects employing agile methodology.

### SR CUSTOMER ADVOCATE SPOONFLOWER

February 2014 - May 2015

- Chosen to develop design courses and market blog posts, design graphics for marketing and inter-company emails as needed.
- Became the Customer Service liaison which included compiling, analyzing and communicating data to the company on a weekly basis, and identifying improvement opportunities to align company departments and goals, plus improve employee morale.
- Fostered customer satisfaction with design and order support.
- Coordinated tours of Durham factory.