

# ELOISA DOCTON

Designer

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## SUMMARY

I have been storytelling through visuals from the moment I learned to use Photoshop in the early 2000's. I find that my varied background provides me with a unique set of skills and disciplines that now, as Designer, help me discover and solve visual and usability problems.

## SKILLS & TOOLS

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

PROTOTYPING: Invision App, Marvel App, Sketch, Principle.

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

WEB DEVELOPMENT: HTML, CSS, JQuery, CMS.

PROJECT MANAGEMENT: Agile, Whiteboarding.

SOFT SKILLS: Collaborative, communicative, empathetic, intuitive, curious, quick-learner, organized, analytical.

## EMPLOYMENT

MARCH 2017 - PRESENT

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

This Caribbean-based company headquartered in Chapel Hill, NC, owns eight resorts, several restaurants, shopping, casinos and a golf course. I joined the company as a Multimedia Designer and received a promotion to management shortly after.

- Mentor and guide a team of designers to ensure a collaborative environment and cohesive branding.
- Lead digital development and design projects including front-end engineering and creative collateral like landing pages and email design.
- Work closely with sales and content teams to strategize campaigns while defining and strengthening the brand.
- Utilize Google Analytics and Adobe Analytics to deploy website improvements. Over the course of the last quarter in 2017 we are averaging 58% overall improvements to User Experiences, lowering the bounce-rate and time-spent in the website and increasing the productivity of each visit by ensuring clients can get to the information they are looking for seamlessly.
- Disciplines include creative direction, branding, front-end development, digital strategy, user interface and responsive design.

JANUARY 2008 - PRESENT

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

They say that the secret of being happy at work is not feeling like you are working. I started designing textiles as a hobby, over the course of a few months, this hobby became a lot more. I now create illustrations and web design for a variety of companies.

- My portfolio includes illustrations created for Cinnamon Joe Studios {In the UK}, Timeless Treasures {In NY} and web design in collaborative projects like Bike MD {my final project for The Iron Yard Course} and Right Comply {a San Francisco-based company}.
- Freelance projects that include illustrations, web-design and development.

SEPTEMBER 2013 – JULY 2016

**Spoonflower, Buyer, 2015-2016**

The online platform of Spoonflower, a local startup, allows for users to upload their own design, or, shop from thousands of independently illustrated designs. The company is headquartered in Durham, NC, with a second factory in Berlin, Germany. I left Spoonflower to pursue a full-time UI Design program at The Iron Yard.

- Advised partners on product positioning, pricing and timelines.
- Heavily involved in product development and user testing.
- For both factories, I created a tracking system for product order lifecycle, inventory control, and waste tracking.
- Built analytic reports using insights extracted from database.
- Negotiated an average savings of 5% on blanket orders, met and established relationships with vendors on a regular basis

**Customer Advocate, 2014-2015**

- Using customer feedback, reported website and product improvements.
- Identified opportunities to create education materials for clients and collaborated with the marketing team by preparing materials and collateral to meet those needs.
- Highly involved in Spoonflower's community reach by hosting events, company tours, design courses, blog posts and creating marketing collateral like graphics and illustrations.

**Operations, 2013-2014**

- Collaborated with the product development by identifying production issues and troubleshooting improvements.
- Ensured printed materials would reach clients flawlessly by inspecting orders. Involved with event planning and brand awareness within the community.

## EDUCATION

- The Iron Yard, 2017, UI Design
- Instituto Universitario de Tecnologia Industrial Rodolfo Loero Arismendi, 1999, Tourism
- Atelier de Artes Alezard, 1995, Fashion Design Apprenticeship

## COMMUNITY

- Girl Develop It
- Women Who Code
- Triangle UXPA
- Durham Women in Tech