

# ELOISA DOCTON

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## | SUMMARY

With a plethora of experience in the technology and startup scene, I help companies understand people's behaviors and motivations beyond analytics and surveys. With a genuine empathetic personality, I translate what I learn from clients to simple, beautiful and meaningful products.

## | 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.

MARKETING: Google Analytics, Adobe Analytics, MarketingCloud, Social Media.

PROJECT MANAGEMENT: Agile, Whiteboarding.

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

LANGUAGES: Spanish, English.

## | EMPLOYMENT

MARCH 2018 - PRESENT

### **WeaveUp, Web Content Manager**

- Produce web-content and design projects including tutorials, blog posts and informational material.
- Work as the voice of our B2B and B2C customers, make product and website recommendations.
- Responsible for Social Media channels { Instagram & Facebook }

MARCH 2017 - MARCH 2018

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

- Lead a team of designers through all web-development and design projects including creative collateral like landing pages, email design print projects and user experience.
- Utilize Google and Adobe Analytics to design website improvements. Today, Divi's website sessions have increased 94% and bounce rates have decreased 61% due to these efforts.
- Disciplines include creative direction, branding, front-end development, digital strategy, user interface and responsive design.

SEPTEMBER 2013 - JULY 2016

### **Spoonflower, Buyer, 2015-2016**

- Involved in product development, user testing and monitoring.
- Created a tracking system for product lifecycle and inventory control for two international factories.
- Advised partners on product positioning, pricing and timelines.
- Negotiated an average savings of 5% on blanket orders.

#### **Sr. Customer Service Advocate, 2014-2015**

- My role was the first line of communication between customers and the company. Using feedback and findings to make improvement recommendations.
- Handled design, website and order issues by collaborating between various teams.
- In charge of Spoonflower's factory tours and assisted with events.
- Created informational material and blog posts for the marketing team.

#### **Operations Team Member, 2013-2014**

- Assisted with order fulfillment, from inspecting, cutting fabric, sublimating and shipping.

## | EDUCATION

The Iron Yard, 2017, UI Design

Instituto de Tecnologia Industrial Rodolfo Loero Arismendi, 1999, Tourism

Atelier de Artes Alezard, 1995, Fashion Design Apprenticeship