

# 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 | Sketch | Atom  
Terminal | GitHub | HTML5  
CSS3 | Sass | JQuery  
Wordpress/CMS | Bootstrap  
Hootsuite | Salesforce  
Agile Methodology

## COMMUNITY

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

## SUMMARY

I have been storytelling through visuals from the moment I learned to use Photoshop. I find that my background in illustration, customer service, business operations and buying have provided me with a unique set of skills and disciplines that now, as a UI Designer, help me discover and solve problems by following the user, analyzing data, and playing with shapes, colors and images to provide the best possible solutions for usability and aesthetics.

## WORK

### Divi Resorts, Chapel Hill, NC | [www.diviresorts.com](http://www.diviresorts.com) Design Manager, 2017-Present

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 a few months later.

- 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.
- Disciplines include creative direction, branding, front-end development, digital strategy, user interface and responsive design.

### Eloisa Docton Design, Fuquay Varina, NC | [www.eloisadocton.com](http://www.eloisadocton.com) Designer, 2008-Present

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.
- Customers include: Spoonflower, Cinnamon Joe Studios, Joann and Timeless Treasures.

### Spoonflower, Durham, NC | [www.spoonflower.com](http://www.spoonflower.com) 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 smaller factory in Berlin, Germany. I was already familiar with the company before moving to the Triangle because I was a textile designer who often used their products. I left Spoonflower to pursue a full-time UI Design program at The Iron Yard.

- Advised partners on product positioning, pricing and timelines.
- 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.

### Spoonflower, Durham, NC | [www.spoonflower.com](http://www.spoonflower.com) 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.

### Spoonflower, Durham, NC | [www.spoonflower.com](http://www.spoonflower.com) 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.