

ELOISA DOCTON

Creative problem solver with
design, & coding skills

CONTACT

757-969-8402

www.eloisadocton.com

eloisa.docton@gmail.com

[linkedin.com/in/eloisadocton](https://www.linkedin.com/in/eloisadocton)

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 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 a 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 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 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 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 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.