

ELOISA DOCTON

eloisadocton@gmail.com | 757.969.8402 | eloisadocton.com | linkedin.com/in/elisadocton

I SUMMARY

With a plethora of experience in the technology & startup scene, I help companies understand user's behavior & motivations beyond analytics. With a genuine empathetic personality, I translate findings to simple, beautiful & meaningful products.

I SKILLS & TOOLS

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

PROTOTYPING: Invision App, Marvel App, & Sketch.

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

WEB DEVELOPMENT: HTML, CSS/Sass, JQuery & CMS platforms like WordPress, Squarespace & Google.

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

LANGUAGES: Spanish & English.

I EDUCATION

The Iron Yard, 2017, UI Design

Instituto de Tecnologia Industrial Rodolfo Loero Arismendi, 1999, Tourism

Atelier de Artes Alezard, 1995, Fashion Design Apprenticeship

I EXPERIENCE

MARCH 2018 - PRESENT

WeaveUp, Web Content Manager

- Implement social media & content for all of WeaveUp's marketing projects.
- Collaborate with B2B clients to implement content & products for their platforms.
- Cultivate & embody WeaveUp's brand voice.

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 & user experience.
- Utilize Google and Adobe Analytics to design website improvements. Today, Divi's website sessions have increased 94% & 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 & monitoring.
- Created a tracking system for product lifecycle and inventory control for two international factories.
- Advised partners on product positioning, pricing & 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 & findings to make improvement recommendations.
- Handled design, website & 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 & shipping.

| FREELANCE

- My portfolio includes Illustrations, Graphic Design & Web Design created for:
 - Cinnamon Joe Studios: UK-Based Art Company that represents artists worldwide in shows such as Surtex and Blueprint. My designs have been sold and used by companies such as JoAnn's Fabrics, Justice, Target & Jelly the Pug, among others.
 - Timeless Treasures: New York-Based Textile Company that specializes in quilt-weight materials sold worldwide.
 - Mami Jami: San Francisco-Based baby-products startup. Created logos & branding materials.
 - Right Comply: San Francisco-Based HR-products startup. Designed website & branding materials.
 - Case-Mate: Atlanta-Based phone cases & accessories company. Licensed designs.

| COMMUNITY

Dribbble - Triangle Meetup Organizer
Triangle UXPA - Member
AIGA - Member
Women Who Code - Member
Girl Develop It - Volunteer
Durham Women in Tech - Member
Chik-Teck - Member

| VOLUNTEERING

Fuquay Varina High School Band Booster -Fundraising Chair
Fuquay Varina High School Band Booster - Fvbb.org Webmaster, Web Designer & Graphics
Girl Develop It - Event volunteer
Open Source 101 - Event volunteer

| COLLABORATIONS

Spoonflower: Textile design free courses in-person & online from 2013 - 2016.
The Iron Yard: Illustration, design, logo creation free classes for the general public & students in 2017.

| SIDE-GIGS

Etsy Shop: Mums n Posies, custom-designed cloth dolls & accessories www.mumsnposies.com
Spoonflower Shop: Won 3 design challenges, 1 employee design challenge & top-10 designer countless times.
WeaveUp Shop: <https://app.weaveup.com/profile/4224>

| ENHANCEMENT COURSES

App-Building with Salesforce - 2017, Girl Develop It.
Service Design - 2017, Raleigh Service Jam.
GitHub 101 - 2017, Open Source 101, The Iron Yard.