

ELOISA DOCTON

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| SUMMARY

My background in the fields of design and product life-cycle provide me with unique skills to visually narrate stories and improve user experiences through research, testing and monitoring.

| 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 2017 - PRESENT

Divi Resorts, Design Manager

- Lead 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, our 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.

JANUARY 2008 - PRESENT

Freelance, Eloisa Docton Design/Natitys

- 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}.

SEPTEMBER 2013 – JULY 2016

Spoonflower, Buyer, 2015-2016

Sr. Customer Service Advocate, 2014-2015 | Operations Team Member, 2013-2014

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

| EDUCATION

The Iron Yard, 2017, UI Design

Instituto de Tecnologia Industrial Rodolfo Loero Arismendi, 1999, Tourism

Atelier de Artes Alezard, 1995, Fashion Design Apprenticeship

| COMMUNITY

Triangle UXPA | AIGA | Women Who Code | Girl Develop It | Durham Women in Tech