

# ELOISA DOCTON

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## 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 beyond visuals.

## 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

**Coding Bootcamp:** The Iron Yard, 2017, UI Design

**College:** Instituto de Tecnologia Industrial Rodolfo Loero Arismendi, 1996-1999, Tourism

**Apprenticeship:** Atelier de Artes Alezard, 1994-1995, Fashion Design

## I EXPERIENCE

MARCH 2018 - PRESENT

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

- Design & Develop micro-sites, web experiences and landing pages for clients.
- Manage company's Website, including design, branding & content.
- Implement social media & content for all of WeaveUp's marketing projects.
- Collaborate with B2B clients to implement content & products for their platforms at an International level.
- Cultivate & embody WeaveUp's brand voice.
- Create designs for digital textile printing.
- Disciplines include art direction, branding, front-end development, UI design, marketing, social media management, customer relations.

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.
- Conversion rate optimization duties like utilizing Google and Adobe Analytics to design & implement web-site 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.

FEBRUARY 2015 - 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.

FEBRUARY 2014 – FEBRUARY 2015

**Spoonflower, 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.

AUGUST 2013 – FEBRUARY 2014

**Spoonflower, 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**

**Fundraising Chair:** Fuquay Varina High School Band Booster

**Fvbb.org Webmaster, Web Designer & Graphics:** Fuquay Varina High School Band Booster

**Event Volunteer:** Girl Develop It

**Event Volunteer:** Open Source 101

**| 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](http://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.