

# DESHA POINDEXTER

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<https://deshamariiep.github.io/portfolio/index.html>

## EDUCATION

**University Of California, Davis**  
B.A. Design, Minor Psychology

Davis, CA  
Sep 2020 - Jun 2024

## EXPERIENCE

### BRIDGEGOOD

*UX Design Apprentice*

Oakland, CA  
Jun 2025 - Present

- Selected for competitive apprenticeship to develop expertise in industry-standard design processes through hands-on training and real-world project experience
- Built professional network through direct collaboration with design mentors from Google, Adobe, and Amazon
- Maintained social media presence and engaged with interested designers across LinkedIn and Instagram to support program outreach

### TAP Series

*Executive Assistant*

Westlake Village, CA  
Oct 2024 - Jun 2025

- Streamlined cross-departmental workflows by conducting content research and coordinating solutions between teams
- Managed production workflows by identifying bottlenecks, creating action plans, and coordinating tasks across marketing and development teams
- Designed and optimized visual assets using Canva and AI tools, ensuring consistency across training materials and adherence to brand standards
- Conducted UI audits and implemented updates in Figma to enhance platform usability and learner experience

### Purposed Partners

*UI/UX Web Design Intern*

Remote  
Sep 2024 - Nov 2024

- Collaborated with a client from Black Diamond Group, a financial consulting agency, to design and develop a new webpage using WordPress, ensuring alignment with their design standards
- Took initiative to work independently and adapt to evolving requirements, ensuring the website aligned with the client's vision and design standards
- Managed all design aspects, from layout to content structure, successfully executing the client's vision while navigating project setbacks and limited communication

## PROJECTS

### Spots: Associate UI/UX Designer @ Design Interactive

<https://deshamariiep.github.io/portfolio/spots.html>

Collaborated with a team of four product designers and a product manager to create a desktop application connecting university students with off-campus housing. Led the Synthesis & Ideation and Mid-Fi Prototyping & User Testing sprints to iterate and improve the design. Presented the project to industry professionals, earning an award for 'Most User-Centric UI.'

### G Street: User Experience Researcher @ City of Davis, City Council

<https://deshamariiep.github.io/portfolio/gStreet.html>

Coordinated with three design peers to advance a project focused on community engagement in Downtown Davis. Conducted in-person interviews with eight residents to gather user insights and evaluated a mini-golf prototype, identifying the need for a community-centric initiative. Presented strategic recommendations to city officials, aiming to attract non-drinkers and families to G-Street, supported by thorough research and analysis.

## SKILLS

Design:	Product Development, Human-Centered Design, Digital Media, Visual Communication
Front-End Dev:	HTML, CSS, JavaScript
Research:	Literature Reviews, Focus Groups, Affinity Mapping, User Testing
Tools:	Adobe Creative Suite, Figma, Github, Canva, Visual Studio Code, Wix, Zoho, Slack
Production:	Project Coordination, Task Management, Process Documentation (SOPs), Content QA