DESHA POINDEXTER

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EDUCATION

University Of California, Davis — Davis, CA
B.A. Design, Minor Psychology — 09/2020 - 06/2024

High School Dual Enrollment, Santa Barbara City College — Santa Barbara, CA
Graphics and Animation, Media Arts/Tech 1 — 08/2016 - 06/2018

EXPERIENCE

BRIDGEGOOD — Oakland, CA
UX Design Apprentice — 06/2025 - 08/2025

- Managed end-to-end product development for a digital caseworker tool, defining requirements and coordinating research and design phases with 12 stakeholders
- Delivered a final product pitch to industry professionals, demonstrating a user-centered approach and projected impact of supporting 1,500+ caseworkers, facilitating 500+ new organizational partnerships
- Built a professional network through collaboration with design mentors from Google, Adobe, Amazon, and Cisco

TAP Series — Westlake Village, CA
Executive Assistant (Design & UX Support) — 10/2024 - 06/2025

- Streamlined 50,000+ weekly email workflow for Marketing Team, significantly improving operational efficiency
- Collaborated with developers on UI audits and UX enhancements within a SaaS e-learning platform, improving usability and streamlining the overall learner experience
- Coordinated executive operations including employee task delegation, team scheduling, and cross-departmental communications
- Enhanced visual assets using Canva and AI tools for 20+ courses while providing customer tech support and managing compliance matters

Purposed Partners — Thousand Oaks, CA (Remote)
UI/UX Designer — 09/2024 - 11/2024

- Collaborated with one client from Black Diamond Group, a financial consulting agency, to design and develop a new webpage using WordPress, ensuring alignment with their design standards
- Worked 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

City of Davis, City Council — Davis, CA
UXR — 03/2024 - 06/2024

- Collaborated with 3 designers to research and design a community engagement project for Downtown Davis
- Conducted 8 in-person resident interviews and evaluated a mini-golf prototype to identify opportunities for a more inclusive initiative
- Presented research findings and strategic recommendations to City Council officials, supporting efforts to attract non-drinkers and families to G Street

AWARDS

Most User Centric UI — Design Interactive
Awarded by a board of judges from Meta, SoFi, and Paramount for clarity and user-friendliness of the interface, as well as the visual appeal and consistency of the color scheme. Led synthesis, ideation, and mid-fidelity prototyping/user testing sprints for a housing-focused desktop application. — 12/2023

SKILLS

Design:	Interaction Design, Content Strategy, Branding, Social Media Campaign, WCAG, HTML/CSS
Research:	Literature Reviews, Focus Groups, A/B Testing, Usability Testing, Heuristic Evaluation