

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

TAP Series

Executive Assistant

Westlake Village, CA

Oct 2024 - Present

- Acted as a cross-functional problem-solver, managing content research and coordinating solutions across departments.
- Led production initiatives by identifying issues, developing task plans, and delegating assignments to 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.

City Council of Davis, CA

User Experience Researcher

Davis, CA

Mar 2024 - Jun 2024

- Collaborated with three design peers to advance a multifaceted project, contributing to all stages from research to presentation.
- Conducted in-depth user research through interviews with eight Davis residents, uncovering key insights to inform design decisions.
- Presented strategic design recommendations to city officials, leveraging research to propose initiatives that would increase community engagement and attract a broader audience.

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