DESHA POINDEXTER

San Jose, CA · deshapoindexter@gmail.com · 8053367945 · deshapoindexter.com

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 improvements, implementing platform updates to enhance user 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 Remote
UI/UX Web Design Intern 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
UX Researcher 03/2024 - 06/2024

- Collaborated with 3 design peers 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 (Spots Project)
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, Design Strategy, Social Media Marketing, Branding, Content Strategy
Front-End:	HTML, CSS, JavaScript
Research:	Literature Reviews, Focus Groups, A/B Testing, Usability Testing, Heuristic Evaluation
Tools:	Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, Sketch, Canva, Procreate