

# DESHA MARIE POINDEXTER

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## EDUCATION

**University of California, Davis**  
BA Design, Psychology Minor

Davis, CA  
Sep 2020 - Jun 2024

## EXPERIENCE

### Purposed Partners

*Web Design Intern*

Remote  
Sep 2024 - Present

- Partnered with two clients to design and develop a comprehensive website and a web application for creating a report database, ensuring alignment with their specific business goals and user needs
- Implemented effective SEO strategies throughout the design process, including keyword research, on-page optimization, and metadata enhancements
- Worked closely with a fellow designer to brainstorm, prototype, and refine design concepts

### City Council of Davis

*Student Researcher*

Davis, CA  
Jan 2024 - Mar 2024

- Coordinated with three design peers to advance a complex project
- Conducted in-person interviews with eight Davis residents to gain invaluable user perspectives
- Conducted comprehensive evaluation of a mini-golf prototype, pinpointing a necessity for an engaging community-centric initiative in Downtown Davis
- Presented strategic recommendations to city officials, targeting the attraction of non-drinkers and families to G-Street, informed by meticulous research and analysis

### Design Interactive

*Associate Designer*

Davis, CA  
Oct 2023 - Dec 2023

- Collaborated with a team of four product designers under a product manager to develop a desktop application that acts as a hub for university students seeking off-campus housing
- Directed the synthesis and ideation, and the mid-fidelity prototyping and user testing sprints
- Presented to cohort and industry professionals, earning recognition for 'Most User-Centric UI'

### Empower

*Social Media Manager*

Davis, CA  
Oct 2022 - Dec 2022

- Co-founded a startup with 11 peers to cultivate and exchange business ventures and professional expertise
- Directed the establishment of branding and identity
- Crafted marketing campaigns and digital media content for various social platforms
- Collaborated cross-functionally to strategize and promote events spanning social, fundraising, and professional realms
- Successfully marketed and executed fundraisers, generating over \$2000 in revenue

## SKILLS

Design:	Product Development, Human-Centered Design, Digital Media, Visual Communication
Front-End Languages:	HTML, CSS, JavaScript
Research:	Literature Reviews, Focus Groups, Affinity Mapping, User Testing, Interviews
Tools:	Adobe Creative Suite, Figma, Visual Studio Code, Canva, Final Cut Pro, Notion

## PROJECTS

### Marketing for the Technology-Based Enterprise - Ume Tea Market Analysis

<https://deshamariep.github.io/portfolio/ume.html>

Pinpointing areas of risk and devised a guide to the development of a new marketing campaign with tactics to enhance the buyer journey, optimize value-based pricing, and refine promotional strategies.

## AWARDS

### Most User Centric UI

Cohort of Industry Professionals

Judges expressed that they would personally utilize the website for college housing needs, affirming the platform's practicality and appeal for the intended audience. Overall, the feedback underscored the project's success in merging innovation, functionality, and aesthetic design in Spots.

Dec 2023