

# 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

*Creative Executive Assistant*

Westlake Village, CA  
Oct 2024 - Present

- Provided high-level administrative, design, and operational support to the CEO, managing daily itineraries and household operations to ensure seamless personal and professional efficiency
- Led cross-functional collaboration on business initiatives, providing IT and customer support, UI feedback, and updated designs in Figma to enhance productivity
- Designed and refined media assets using Canva and AI tools, aligning visuals with training course standards
- Reviewed and finalized course content, ensuring quality, consistency, and compliance with company standards and regulations

### Purposed Partners

*UI/UX Web Design Intern*

Remote  
Sep 2024 - Nov 2024

- 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 and on-page optimization

### Empower

*Co-Founder and Social Media Manager*

Davis, CA  
Oct 2022 - Dec 2022

- Co-founded a startup, leading branding and identity development while creating marketing campaigns and digital content for social platforms
- Spearheaded cross-functional collaboration for events and fundraisers, generating over \$2000 in revenue

## 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.

### Ume Tea: Market Analysis @ Marketing for the technology-based Enterprise

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

My team and I conducted extensive research on a Davis boba shop to identify and analyze target audiences, markets, and competitors to leverage UME Tea's strengths and improve weaknesses. 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.

## 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, WordPress  |
| Operations:    | Zoho, Asana, QuickBooks, Salesforce, Slack, Excel, HubSpot                      |