

DESHA POINDEXTER

San Jose, CA (Open to relocation)

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Summary

UX/Product Designer specializing in user research and accessible interaction design. Experienced in end-to-end product design, from research and prototyping to implementation, with expertise in simplifying complex workflows and improving usability across digital platforms.

EDUCATION

University of California, Davis | *B.A. Design & Minor Psychology*

Davis, CA Sep 2020 - Jun 2024

EXPERIENCE

BRIDGEGOOD | *UX Design Apprentice*

Jun 2025 - Aug 2025

- Designed end-to-end user flows, wireframes, and high-fidelity prototypes for a digital caseworker tool using Figma and UX research, leading to a more efficient workflow and easier partnership finding for caseworkers
- Pitched a design solution supporting 1,500+ caseworkers and enabling 500+ partnerships, highlighting clear impact and design strategy
- Improved product direction by applying usability testing, accessibility best practices, and mentor feedback from Google, Adobe, Amazon, and Cisco

TAP Series, LLC | *Production Assistant*

Oct 2024 - Jun 2025

- Conducted UX audits and partnered with developers to improve the e-learning platform's UI, reducing customer support calls and tickets
- Optimized a 50,000+ weekly email workflow, resulting in 8+ hours saved weekly and increasing sales within the first quarter after implementation
- Designed 20+ visual assets using Canva and AI tools, improving accessibility and course engagement
- Managed cross-functional task delegation and workflow tracking via Zoho CRM to ensure timely project delivery
- Maintained compliance and trademark documentation using MS Office and managed client relationships in Salesforce

Purposed Partners | *Web Design Intern*

Sep 2024 - Nov 2024

- Designed and developed a new client webpage in WordPress using wireframes and WCAG-compliant accessibility guidelines, delivering a site that matched the client's branding and received positive user feedback
- Managed the full design lifecycle from wireframes to WordPress deployment, iterating based on client feedback to improve navigation and usability while ensuring on-time delivery

City of Davis | *Design Consultant*

Mar 2024 - Jun 2024

- Executed user research study with eight community interviews and field research to inform downtown Davis corridor redesign, identifying key usability issues and community engagement opportunities
- Synthesized qualitative data with four-member consulting team to develop research-backed design concepts and low-fidelity prototypes addressing identified community needs
- Presented data-driven recommendations to City Council that informed corridor redesign implementation, leading to improved pedestrian flow and extended community use throughout the day

SKILLS

- **Research & Design:** User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Accessibility (WCAG), User Flows, Visual Design, Design Systems, Generative Design
- **Tools & Collaboration:** Figma, Adobe Creative Suite, Canva, WordPress, HTML5/CSS, Microsoft Office, Salesforce, Zoho CRM, Google Suite, Notion, Miro, Cross-Functional Collaboration, Stakeholder Communication

Awards

- **Most User Centric UI - Spots:** Awarded by judges from Meta, SoFi, and Paramount for interface clarity, user-friendliness, and visual design consistency. Led synthesis, ideation, and mid-fidelity prototyping/user testing for a housing-focused desktop application (12/2023)