

DESHA POINDEXTER

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

EDUCATION

University Of California, Davis

B.A. Design, Minor Psychology

Sep 2020 - Jun 2024

Davis, CA

Santa Barbara City College

High School Dual Enrollment

Aug 2016 - Jun 2018

Santa Barbara, CA

- **Coursework:** Graphics and Animation, Media Arts/Tech 1

EXPERIENCE

BRIDGEGOOD

UX Design Apprentice

Jun 2025 - Aug 2025

Oakland, CA

- Directed the end-to-end development of a digital caseworker tool for nonprofit organizations by creating user flows, wireframes, and prototypes, incorporating feedback from 12 stakeholders to ensure a user-centered design approach.
- Presented a final product pitch to industry professionals, demonstrating a design strategy that supported 1,500+ caseworkers and facilitated 500+ new organizational partnerships.
- Collaborated with mentors from Google, Adobe, Amazon, and Cisco to refine design strategy through Figma prototypes, ensuring scalability and adherence to usability and accessibility standards.

TAP Series

Executive Assistant (Design & UX Support)

Oct 2024 - Jun 2025

Westlake Village, CA

- Optimized a 50,000+ weekly email workflow for the Marketing Team to boost operational efficiency while ensuring clear, engaging communication.
- Partnered with developers to conduct UI audits and implement UX enhancements on a SaaS e-learning platform, applying product design principles and responsive design techniques.
- Coordinated executive operations including task delegation, team scheduling, and cross-departmental communications to support agile development processes.
- Enhanced visual assets for 20+ courses using Canva and AI tools, upholding brand guidelines and accessibility standards.

Purposed Partners

UI/UX Designer

Sep 2024 - Nov 2024

Thousand Oaks, CA (Remote)

- 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

UXR

Mar 2024 - Jun 2024

Davis, CA

- Collaborated with 3 designers 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

SKILLS

- **Design:** Interaction Design, Content Strategy, Branding, Social Media Campaign, WCAG, HTML/CSS, Figma, UX Design Principles, Usability Principles, Accessibility Standards, Responsive Design, Prototyping, User-centered Design
- **Research:** Literature Reviews, Focus Groups, A/B Testing, Usability Testing, Heuristic Evaluation, User Research, Agile Development

AWARDS

- **Most User Centric UI:** 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