

DESHA POINDEXTER

San Jose, CA (Open to relocation)

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deshapoindexter.com

Summary

UX / Product Designer focused on simplifying complex workflows and improving clarity through user research, prototyping, and intuitive interaction design. I collaborate with users and cross-functional teams to uncover insights, design accessible solutions, and deliver measurable results, reducing support volume by 34%, increasing sales by 13%, and improving engagement and product usability across platforms.

EDUCATION

University of California, Davis | *B.A. Design, Minor Tech Management and 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 | *UX 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 by 34%
- Optimized a 50,000+ weekly email workflow, resulting in 8+ hours saved weekly and increasing sales by 13% within the first quarter after implementation
- Designed 20+ visual assets using Canva and AI tools, improving accessibility and course engagement
- Created documentation and streamlined cross-team workflows to improve operational efficiency

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
- Iterated on design based on client feedback, improving navigation, clarity, and usability
- Managed the full design lifecycle, from initial wireframes and user flows to final WordPress deployment, ensuring alignment with user needs and client goals, which enabled on time delivery and earned client satisfaction

City of Davis, City Council | *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; consulting deliverables informed implementation that resulted in increased public engagement on the street during daytime and nighttime hours

Design Interactive | *Associate UI/UX Designer*

Sep 2023 - Dec 2023

- Designed responsive desktop interfaces and interaction flows for Spots, a web-based venue discovery platform, focusing on information clarity, visual hierarchy, and intuitive navigation
- Developed wireframes, UI components, and high-fidelity mockups in Figma, applying product design principles and scalable layout patterns
- Collaborated with 3 designers and a product lead to refine user flows and page structure through critique sessions and iterative design reviews

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, Google Suite, Notion, Miro, Cross-Functional Collaboration, Stakeholder Communication, Documentation

Awards

- Most User Centric UI - Spots:** 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