

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 | 1 YEAR

BRIDGEGOOD

UX Design Apprentice

Oakland, CA
Jun 2025 - Aug 2025

- Managed end-to-end product development for digital caseworker tool, defining product requirements and coordinating cross-functional team efforts throughout research and design phases
- Delivered final product pitch to stakeholders and industry professionals, demonstrating user-centered approach and quantifiable business impact
- Built professional network through direct collaboration with design mentors from Google, Adobe, Amazon, and Cisco

TAP Series

Executive Assistant

Westlake Village, CA
Oct 2024 - Jun 2025

- Streamlined 50,000+ weekly email workflow for Marketing Team, significantly improving operational efficiency
- Collaborated with developers on UI audits and UX improvements, implementing platform updates to enhance user experience
- Coordinated executive operations including CEO calendar management, team scheduling, and cross-departmental communications
- Enhanced visual assets using Canva and AI tools while providing customer tech support and managing compliance matters

Purposed Partners

UI/UX Web Design Intern

Remote
Sep 2024 - Nov 2024

- Collaborated with a client from Black Diamond Group, a financial consulting agency, to design and develop a new webpage using WordPress, ensuring alignment with their design standards
- Took initiative to work 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

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.

SKILLS

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|----------------|----------------------------------------------------------------------------------|
| 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, Zoho, Slack |
| Production: | Project Coordination, Task Management, Process Documentation (SOPs), Content QA |