

# DESHA POINDEXTER

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## EXPERIENCE

### BRIDGEGOOD

Jun 2025 - Aug 2025

#### UX Design Apprentice

Oakland, CA

- Designed end-to-end user flows, wireframes, and high-fidelity prototypes for a digital caseworker tool using Figma and UX research, applying user-centered design principles to streamline workflow and simplify partnership discovery
- 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, strengthening information architecture for clearer content hierarchies

### TAP Series, LLC

Oct 2024 - Jun 2025

#### Production Assistant

Westlake Village, CA

- Conducted UX audits and partnered with developers to improve the e-learning platform's UI, leveraging UX design methods to reduce 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

Sep 2024 - Nov 2024

#### Web Design Intern

Remote

- 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 enhance navigation models and content hierarchies for improved usability and on-time delivery

### City of Davis

Mar 2024 - Jun 2024

#### Design Consultant

Davis, CA

- Executed user research study with eight community interviews and field research to inform downtown Davis corridor redesign, applying user-centered design principles to identify key usability issues and community engagement opportunities
- Synthesized qualitative data with a four-member consulting team to develop research-backed information architecture 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

### Empower

Sep 2022 - Dec 2022

#### Social Media Manager

Davis, CA

- Developed and executed social media campaigns across Instagram and TikTok to build brand awareness and engage target audiences for early-stage on campus organization
- Led brand identity creation and designed digital content for marketing campaigns, creating wireframes and assets that supported \$2,000+ in fundraising
- Coordinated logistics and promotional efforts for community events with 40-70 attendees per event, managing cross-team collaboration and on-site engagement
- Collaborated with team members to align social media content with event initiatives and organizational goals

## EDUCATION

### University of California, Davis

#### B.A. Design, Psychology Minor

Davis, CA

- Design Interactive, Stock Trading and Equity Club, Empower

## SKILLS

- **Research & Design:** User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Accessibility (WCAG), User Flows, Visual Design, Design Systems, Generative Design, UX Design, User-centered Design Principles
- **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 - Design Interactive:** Spots was 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)