

DESHA MARIE POINDEXTER

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EDUCATION

University of California, Davis

Bachelor of Arts in Design, Minor in Psychology

Davis, CA

Sep 2020 - Jun 2024

EXPERIENCE

TAP Series

Office/Media Assistant

Westlake Village, CA

Oct 2024 - Present

- Served as the CEO's assistant, managing daily tasks, invoicing, and data organization to streamline her workflow and enable focus on high-priority initiatives
- Provided IT support and UI feedback to improve user experience across the company's platforms, directly addressing customer and internal needs
- Developed engaging media content for training courses, enhancing the educational value of TAP Series' offerings and ensuring consistency in visual quality

Purposed Partners

Web Design Intern

Remote

Sep 2024 - Present

- Partnered with two clients to design and develop a comprehensive website and a web application for creating a report database, ensuring alignment with their specific business goals and user needs
- Implemented effective SEO strategies throughout the design process, including keyword research, on-page optimization, and metadata enhancements

City Council of Davis

Student Researcher

Davis, CA

Jan 2024 - Mar 2024

- Coordinated with three design peers to advance a complex project
- Conducted in-person interviews with eight Davis residents to gain invaluable user perspectives
- Conducted comprehensive evaluation of a mini-golf prototype, pinpointing a necessity for an engaging community-centric initiative in Downtown Davis
- Presented strategic recommendations to city officials, targeting the attraction of non-drinkers and families to G-Street, informed by meticulous research and analysis

Design Interactive

Associate Designer

Davis, CA

Oct 2023 - Dec 2023

- Collaborated with a team of four product designers under a product manager to develop a desktop application that acts as a hub for university students seeking off-campus housing
- Directed the synthesis and ideation, and the mid-fidelity prototyping and user testing sprints
- Presented to cohort and industry professionals, earning an award for 'Most User-Centric UI'

Empower

Social Media Manager

Davis, CA

Oct 2022 - Dec 2022

- Co-founded a startup with 11 peers to cultivate and exchange business ventures and professional expertise
- Directed the establishment of branding and identity
- Crafted marketing campaigns and digital media content for various social platforms
- Collaborated cross-functionally to strategize and promote events spanning social, fundraising, and professional realms
- Successfully marketed and executed fundraisers, generating over \$2000 in revenue

SKILLS

Design:	Product Development, Human-Centered Design, Digital Media, Visual Communication
Front-End Languages:	HTML, CSS, JavaScript
Research:	Literature Reviews, Focus Groups, Affinity Mapping, User Testing, Interviews
Tools:	Adobe Creative Suite, Figma, Github, Canva, Visual Studio Code, Wix, WordPress