DESHA POINDEXTER

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EDUCATION

University of California, Davis   **Sep 2020 - Jun 2024**
B.A. Design, Minor Tech Management and Psychology   *Davis, Ca*

EXPERIENCE

BRIDGEGOOD   **Jun 2025 - Aug 2025**
UX Design Apprentice   *Oakland, CA*
- Directed the end-to-end development of a digital caseworker tool for nonprofit organizations by creating detailed user flows, wireframes, and prototypes; integrated usability testing and responsive design to enhance user experience
- Presented a final product pitch to industry professionals, demonstrating a design strategy that supported 1,500+ caseworkers and facilitated 500+ new organizational partnerships, while emphasizing user-centered and visual design approaches
- Collaborated with mentors from Google, Adobe, Amazon, and Cisco to refine design strategy by leveraging Figma prototypes and incorporating qualitative research insights to ensure scalability and adherence to accessibility standards

TAP Series   **Oct 2024 - Jun 2025**
Executive Assistant (Production)   *Westlake Village, CA*
- Coordinated executive calendars, daily itineraries, and staff schedules while managing compliance records, trademarks, and documentation with MS Office to ensure accurate data organization
- Partnered with developers to conduct usability audits and implement UX enhancements on a SaaS e-learning platform, applying product design principles and responsive design techniques to improve usability
- Optimized a 50,000+ weekly email workflow for the Marketing Team to boost operational efficiency and digital marketing impact, enhancing communication clarity and engagement
- Developed visual assets for 20+ courses using Canva and AI tools such as Runway and Hailuo ai, upholding brand guidelines and accessibility standards while reinforcing visual design consistency

Purposed Partners (Black Diamond Group)   **Sep 2024 - Nov 2024**
Web Design Intern   *Remote*
- Collaborated with a client from Black Diamond Group, a financial consulting agency, to design and develop a new webpage using WordPress, ensuring alignment with established design standards and UX best practices
- Adapted independently to evolving requirements by refining layout and content structures through iterative design reviews, leveraging HTML/CSS fundamentals and UX design principles
- Managed all design aspects from conceptualization to execution, maintaining a balance between client vision and user-centered design strategies to deliver a consistent digital experience

City of Davis, City Council   **Mar 2024 - Jun 2024**
UX Researcher   *Davis, CA*
- Collaborated with three designers to research and design a community engagement project for Downtown Davis, integrating UX research methods such as in-person interviews to inform design decisions
- Conducted eight in-person resident interviews and evaluated a mini-golf prototype to identify usability opportunities and uncover actionable insights for an inclusive community initiative
- Presented comprehensive research findings and strategic recommendations to City Council officials, effectively translating insights into actionable strategies to attract non-drinkers and families

VNA Health   **Jun 2018 - Aug 2018**
Volunteer Office Assistant   *Santa Barbara, CA*
- Digitized and organized data archive, establishing an accessible database that supported music therapy during patient home visits and ensured data accuracy
- Supported internal communications and assisted with database management tasks, ensuring smooth office functionality

SKILLS

- **Customer & Operations**: Customer Communication, CRM Support, Task Coordination, Scheduling, Data Entry, Documentation (SOP), Email Campaign Optimization
- **Design & Technology**: Adobe Creative Suite, Figma, Canva, WordPress, Microsoft Office, Google Workspace, Basic HTML5/CSS, Visual Design, UX/UI Principles, Digital Marketing
- **Research**: Literature Reviews, Focus Groups, A/B Testing, Usability Testing, Heuristic Evaluation, Agile Methodology, Q/A, Qualitative Research

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