

Desha Poindexter

San Jose, CA (Open to relocation)

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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

Sep 2020 - Jun 2024

Davis, CA

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
- 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 (Black Diamond Group) | *Web Design Intern*

Sep 2024 - Nov 2024

- Designed and developed a new client webpage in WordPress, aligning UX layout, hierarchy, and branding with client expectations
- Iterated on design based on client feedback, improving navigation, clarity, and usability
- Managed the design lifecycle from concept to delivery, balancing user needs with client goals

City of Davis, City Council | *UX Research Associate*

Mar 2024 - Jun 2024

- Conducted 8 user interviews, field research, and prototype testing to identify community needs and usability issues
- Synthesized findings with a 4-person team and designed engagement concepts to improve public interaction
- Presented recommendations to City Council; implementation led to increased daytime and nighttime social engagement on the street

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

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

SKILLS

- **UX Methods:** User Research, User Interviews, Usability Testing, UX Audits, Personas, Journey Mapping, Research Synthesis, Information Architecture, A/B Testing, Accessibility (WCAG), UX Strategy
- **Design:** Wireframing, Interaction Design, User Flows, Prototyping (Low-Hi Fidelity), Design Systems, UI Components, Responsive Design, Visual Design, Product Improvement, Content Design
- **Tools & Software:** Adobe Creative Suite, Figma, Canva, WordPress, HTML5/CSS, UX/UI Principles, Google Slides, PowerPoint, Miro, Notion
- **Collaboration & Communication:** Cross-Functional Collaboration, Stakeholder Alignment, Documentation, Workflow Optimization, Project Coordination, Presentation & Pitching