

DESHA POINDEXTER

San Jose, CA (Open to relocation) | (805) 336-7945 | deshapoindexter@gmail.com | deshapoindexter.com

EXPERIENCE

BRIDGEGOOD

UX Design Apprentice

Jun 2025 - Aug 2025

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

Westlake Village, CA

Production Assistant

- 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)