

DESHA POINDEXTER

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EDUCATION

University of California, Davis

BA Design, Psychology Minor

Davis, CA

Sep 2020 - Jun 2024

WORK EXPERIENCE

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 recognition 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

Marketing for the Technology-Based Enterprise - Ume Tea

Market Analyst

Davis, CA

Apr 2023 - May 2023

- Researched with surveys, 26, and a focus group of 10, to understand customer needs and values
- Analyzed markets, competitors, and target audience to leverage company strengths and improve weaknesses
- Identified areas of risk and developed a marketing campaign with tactics to improve, the buyer journey, price for value, and promotions
- Presented Campaign and qualified in the top 5 case studies

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, Visual Studio Code, Canva, Final Cut Pro, Notion

AWARDS

Most User Centric UI

Cohort of Industry Professionals

Judges expressed that they would personally utilize the website for college housing needs, affirming the platform's practicality and appeal for the intended audience. Overall, the feedback underscored the project's success in merging innovation, functionality, and aesthetic design in Spots.

Dec 2023