

DESHA POINDEXTER

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EDUCATION

University Of California, Davis

B.A. Design, Minor Psychology

Davis, CA

09/2020 - 06/2024

High School Dual Enrollment, Santa Barbara City College

Graphics and Animation, Media Arts/Tech 1

Santa Barbara, CA

08/2016 - 06/2018

EXPERIENCE

BRIDGEGOOD

UX Design Apprentice

Oakland, CA

06/2025 - 08/2025

- Managed end-to-end development of a digital caseworker tool designed for nonprofit organizations serving system-impacted youth, aligning 12 stakeholders across research and design phases
- Delivered a final product pitch to industry professionals, demonstrating a user-centered approach and the projected impact of supporting 1,500+ caseworkers and facilitating 500+ new organizational partnerships
- Collaborated with mentors from Google, Adobe, Amazon, and Cisco to refine design strategy and ensure real-world scalability

TAP Series

Executive Assistant (Design & UX Support)

Westlake Village, CA

10/2024 - 06/2025

- Streamlined 50,000+ weekly email workflow for Marketing Team, significantly improving operational efficiency
- Collaborated with developers on UI audits and UX enhancements within a SaaS e-learning platform, improving usability and streamlining the overall learner experience
- Coordinated executive operations including employee task delegation, team scheduling, and cross-departmental communications
- Enhanced visual assets using Canva and AI tools for 20+ courses while providing customer tech support and managing compliance matters

Purposed Partners

UI/UX Designer

Thousand Oaks, CA (Remote)

09/2024 - 11/2024

- Collaborated with one client from Black Diamond Group, a financial consulting agency, to design and develop a new webpage using WordPress, ensuring alignment with their design standards
- Worked independently and adapt to evolving requirements, ensuring the website aligned with the client's vision and design standards
- Managed all design aspects, from layout to content structure, successfully executing the client's vision while navigating project setbacks and limited communication

City of Davis, City Council

UXR

Davis, CA

03/2024 - 06/2024

- Collaborated with 3 designers to research and design a community engagement project for Downtown Davis
- Conducted 8 in-person resident interviews and evaluated a mini-golf prototype to identify opportunities for a more inclusive initiative
- Presented research findings and strategic recommendations to City Council officials, supporting efforts to attract non-drinkers and families to G Street

AWARDS

Most User Centric UI

Design Interactive

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

Design: Interaction Design, Content Strategy, Branding, Social Media Campaign, WCAG, HTML/CSS
Research: Literature Reviews, Focus Groups, A/B Testing, Usability Testing, Heuristic Evaluation