Reid Alexander

Seattle, WA • (202) 236-5676 • reidcar@uw.edu • LinkedIn • Portfolio

UX/UI Designer blending product thinking with visual storytelling to craft intuitive, accessible, and emotionally resonant experiences across sports media and digital products. Skilled across the end-to-end design process including user research, interaction design, rapid prototyping, and usability testing, translating insights into clear product decisions for web, mobile, and interactive systems. Recognized for crisp execution, detail-oriented problem solving, and strong cross-functional collaboration in fast-paced, high-pressure environments.

Education

SEPT 2022 – JUNE 2026
UNIVERSITY OF WASHINGTON | SEATTLE, WA
Bachelor of Science in Informatics (HCI/UX focus), Minor in Applied Mathematics
3.62 GPA | Dean's List (7 quarters)

Relevant Coursework: Cooperative Software Development, Value Sensitive Design, UX of Game Design, Input & Interaction, Client-side Development, Inclusive Design & Engineering, Research & Design Methods, Product & Information Systems Management, Biopsychology.

Skills

- **UX/Product Design:** Figma, Axure, Wireframing, Prototyping, Usability Testing, UX/UI, Product Design
- **Research:** User Research, Interviews, Diary Studies, Literature Review, Speculative Design, Heuristic Evaluation, Persona Development
- **Technical:** HTML, CSS, JavaScript, Java, PostgreSQL, Git, Responsive Design
- **Creative & Tools:** Adobe Creative Suite, Visual Storytelling & Design, Photography, Branding, Miro, Canva, Notion, Slack, Google Workspace

Research

APRIL 2025 – PRESENT
Research Assistant & Project Lead | Pulse Lab at The University of Washington | Seattle, WA
- Conduct a literature review on how speculative design and design fiction shape public understanding of science and influence how people engage with research topics, with a focus on communication between researchers and non-experts.
- Develop an early design concept for a tool that helps researchers and community members imagine scientific futures together, synthesizing research findings into clear design opportunities.
- Support lab operations and collaboration, including participating in a hiring interview and ongoing project coordination.

Selected Projects

Lost & Found (Cryptid Dating App) | UX Designer & Product Creator | Autumn 2025
INFO 442: Cooperative Software Development (Group)
- Designed a playful, inclusive dating app concept for cryptid enthusiasts, focusing on engaging UI/UX, whimsical branding, and accessibility.

- Iterated on designs based on peer and instructor feedback, emphasizing fun, engagement, and inclusive user experience.
- Led design direction for 80% of product features, delivering 15+ wireframes and high-fidelity functional prototypes.

Gen Z's Digital Autonomy | UX Researcher & Designer | Autumn 2025
INFO 464: Value Sensitive Design (Group)
- Conducted diary studies (n=10) and semi-structured interviews (n=6) on Gen Z social media habits, synthesizing extensive qualitative data via affinity mapping and literature review.
- Designed Figma wireframes for intention-aligned interfaces (usage-mode selection, algorithm sensitivity), promoting purposeful engagement and autonomy.
- Applied Value Sensitive Design methods to ensure alignment with user values.

Emerald Uprising | UX Designer | Spring 2025
INFO 498: UX of Game Design (Independent)
- Designed and prototyped a cooperative FPS game experience focused on environmental restoration, integrating UX principles with gameplay mechanics and narrative design.
- Produced wireframes, moodboards, and onboarding walkthrough videos to communicate user flows, interaction models, and player experience.

Work Experience

MAY – SEPTEMBER 2025
Seasonal Team Photographer | Seattle Storm | Seattle, WA
- Capture and deliver game-day visuals (arrivals, in-game action, fan activations) for the WNBA's Seattle Storm under live fast-paced deadlines.
- Produce high-impact visual content used across marketing, sponsorship, and fan engagement channels, contributing to brand growth and community outreach.
- Collaborated with marketing, social, and sponsorship teams to deliver on-brand assets under live, high-pressure production timelines.

JAN 2024 – PRESENT
Sports Creative / Photographer | University of Washington Intercollegiate Athletics | Seattle, WA
- Create visual content for 22 athletic teams and provide real-time coverage of live sporting events, often working under tight deadlines while maintaining consistency and attention to detail.
- Make design and storytelling decisions based on audience needs, collaborating with marketing staff, coaches, and media teams and iterating quickly based on feedback.
- Strengthen skills in communication, iteration, and designing with the end user in mind through fast-paced, real-world creative work.

Portfolios

Design/UX: reidcar.github.io
(Built with HTML/CSS, featuring interactive UX case studies and design process)

Photography: photosbyreid.com
(Built on Squarespace, highlighting storytelling, visual composition, and post-processing skills).