

# Reid Alexander

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**UX/UI Designer** blending product thinking with visual storytelling to craft intuitive, accessible, and emotionally resonant experiences. Skilled across user research, interaction design, prototyping, usability testing, and cross-functional collaboration for web products 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

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

## Selected Projects

**Lost & Found (Cryptid Dating App) | UX Designer & Product Creator | Autumn 2025**

INFO 442: Cooperative Software Development (Group)

- Designed a playful dating app concept emphasizing accessibility, engagement, and brand coherence.
- Led design direction for 80% of product features, producing 15+ wireframes and high-fidelity interactive prototypes in Figma.
- Iterated on designs through user testing, peer feedback, and instructor critique to improve user flows and overall experience quality.

**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.
- Synthesized qualitative findings using affinity mapping and literature review to define user values and design requirements.
- Designed intention-aligned interface concepts including usage-mode selection and algorithm sensitivity controls to promote purposeful engagement.

## **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.

## **Research**

APRIL 2025 – PRESENT

### **Research Assistant & Project Lead | Pulse Lab at The University of Washington | Seattle, WA**

- Led literature review of 20+ academic sources on speculative design and science communication's shaping of public understanding and engagement, synthesizing findings into actionable design principles for researchers and non-experts.
- Develop early-stage product concept and design framework for a collaborative tool supporting community-driven scientific future-building.
- Support lab operations including candidate interviews, project coordination, and team collaboration.

## **Work Experience**

MAY – SEPTEMBER 2025

### **Seasonal Team Photographer | Seattle Storm | Seattle, WA**

- Delivered ~11,000+ professional images across the season (~500 images per game × 22 home games) under live production deadlines, including player arrivals, in-game action, and fan activations.
- Produced content used across Seattle Storm Instagram (251K followers), WNBA, NBAE, team website, mobile app, email campaigns, sponsorship channels, and player accounts, driving large-scale fan engagement and brand growth.
- Collaborated with marketing, social, and sponsorship teams in high-pressure environments to support real-time campaigns and game-day operations.

JAN 2024 – PRESENT

### **Sports Creative | University of Washington Intercollegiate Athletics | Seattle, WA**

- Create visual content for 22 Division I athletic teams supporting recruitment, marketing, and fan engagement initiatives.
- Deliver real-time event coverage of sporting events, often working under tight deadlines while maintaining brand consistency and storytelling quality.
- Make design and storytelling decisions based on audience needs, collaborating with marketing staff, coaches, and media teams and iterating quickly based on feedback.

## **Portfolios**

**Design/UX:** [reidcar.github.io](https://reidcar.github.io)

(Built with HTML/CSS, featuring interactive UX case studies and design process)

**Photography:** [photosbyreid.com](https://photosbyreid.com)

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