

# Reid Alexander

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Creative professional with 9+ years in media and photography, skilled in UX/UI design and translating user insights into engaging digital experiences. Experienced in research, interaction design, and crafting experiences that foster meaningful connections and engagement.

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## EDUCATION

### University of Washington | Seattle, WA

Expected June 2026

*Bachelor of Science in Informatics (HCI/UX focus), Minor in Applied Mathematics*

GPA: 3.62 | 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 Methods, Design Methods, Product & Information Systems Management, Biopsychology.

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## SKILLS

- **Design:** Figma, Axure, Wireframing, Prototyping, Usability Testing, Persona Development, UX/UI & Product Design.
  - **Research:** Literature Review, User Research, Speculative Design, Heuristic Evaluation
  - **Programming:** HTML, CSS, JavaScript, Java, PostgreSQL
  - **Creative:** Adobe Creative Suite, Visual Composition, Photography
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## 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.
- Took primary responsibility for all design elements except the compatibility page.

### Gen Z's Digital Autonomy, UX Designer & Researcher

Autumn 2025

INFO 442: Value Sensitive Design (Group)

- Conducted diary studies (n=10) and semi-structured interviews (n=6) on Gen Z social media habits, synthesizing insights 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 of Game Design  
INFO 498: UX of Game Design (Independent)

Spring 2025

- Prototyped a co-op FPS on environmental restoration with eco-powered combat mechanics, blending strategy, learning, and social impact.
  - Created moodboards, wireframes, and a full onboarding walkthrough video to communicate game flow, controls, and user experience.
  - Developed visual concepts using AI-generated art while prioritizing accessibility, usability, and engaging player interactions.
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## RESEARCH

- Pulse Lab**, University of Washington, Research Assistant & Project Lead April 2025 - Present
- Leading a design-driven research initiative bridging speculative design and science communication to reimagine public engagement with research.
  - Conducting literature reviews on futures research and scenario writing to guide project direction and uncover new engagement methods.
  - Collaborating with lab director to refine research questions, recruit new members, and guide long-term goals.
  - Planning to prototype an online platform that supports collaborative speculative scenario generation to be designed by graduation.
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## WORK EXPERIENCE

- Seattle Storm**, Seasonal Team Photographer May – September 2025
- Capture and deliver game-day visuals (arrivals, in-game action, fan activations) for the WNBA's Seattle Storm under live fast-paced deadlines.
  - Create media content that enhances marketing reach, sponsorship storytelling, and community engagement.
- University of Washington Intercollegiate Athletics**, Sports Creative Jan 2024 – Present
- Provide real-time coverage of live sporting events, ensuring fast turnaround of deliverables for media and marketing needs.
  - Create digital content used across social media, recruitment, and marketing campaigns for 22 athletic teams.
  - Collaborate with a creative team to produce photography for university campaigns, recruitment, and brand storytelling initiatives.
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## PORTFOLIOS

**UX:** [reidcar.github.io](https://reidcar.github.io) — Built with HTML & CSS, featuring interactive prototypes & design processes.

**Photography:** [photosbyreid.com](https://photosbyreid.com) — Professional sports photography highlighting storytelling, visual composition, and post-processing skills (Built on Squarespace).