

Reid Alexander

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Education

University of Washington

Bachelor of Science in Informatics, Minor in Applied Mathematics
GPA : 3.55, Dean's List (6 quarters)

Seattle, WA
Diploma expected Jun 2026

Skills

- **Software and Design** : Figma, basics in Axure, Adobe Photoshop, Adobe Lightroom, & Final Cut Pro.
- **Productivity** : Google Suite, Microsoft Office Suite, & LaTeX.
- **Programming** : Basics in Java & PostgreSQL.

Projects

RSocial | INFO 360 - [Slide Deck](#)

Mobile Application for Enhancing RSO Discoverability at UW

- Collaborated with a team to design an interactive mobile app to centralize and streamline the discovery of Registered Student Organizations (RSOs) at the University of Washington.
- Led the UI design efforts, creating an intuitive interface in Figma inspired by familiar engagement models (e.g., dating apps) to improve accessibility and retention.
- Conducted user research to validate design decisions, ensuring seamless navigation and usability.

Versatile Design for Accessibility | HCDE 315 - [Slide Deck](#)

User-Centered Home Design for Individuals with Multiple Sclerosis (MS)

- Collaborated with a team to design multi-functional products to improve the physical and mental well-being of a user with Multiple Sclerosis (MS).
- Conducted user research and interviews to refine design iterations based on feedback.
- Conceptualized an app-based interface for customized exercise paths and voice-controlled operation.
- Led the UI design, creating an interactive system to adjust in-home lighting for accessibility and rehabilitation.

LeafGuard | INFO 200 - [Final Project](#)

Gamified Mobile Application for Carbon Footprint Awareness

- Worked with a team to develop an interactive mobile game aimed at educating users the impact of their carbon footprint.
- Led the UI design, incorporating real-world data integration and habit tracking features to encourage users to adopt eco-friendly behaviors.
- Utilized gamification and personalized recommendations to improve long-term engagement with climate-conscious actions.

Relevant Coursework

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| • Inclusive Design & Engineering (HCDE 315) | • Foundational Skills for Data Science (INFO 201) |
| • Design Methods (INFO 360) | • Introduction to Technical Communication (ENGR 231) |
| • Product & Information Systems Management (INFO 380) | • Introduction to Programming I-III (CSE 121-123) |
| • Research Methods (INFO 300) | • Introduction to Psychology (PSYCH 101) & Biopsychology (PSYCH 202) |

Work Experience

Cloud Generation, *User Design Intern*

Remote
Jun 2024

- Spearheaded a comprehensive assessment of the company's learning platform from a user perspective to identify areas for improvement.
- Delivered a report with actionable recommendations to improve platform accessibility and user engagement.

Montlake Futures, *Event Photographer*

Seattle, WA
Mar 2024 – Present

- Capture marketable imagery at community events, effectively showcasing Montlake Futures' mission and supporting digital initiatives.
- Partner with student athletes to highlight their participation in NIL partnerships through creative visual storytelling, increasing program participation.

University of Washington Intercollegiate Athletics, *Sports Creative*

Seattle, WA
Jan 2024 – Present

- Create visual content for the University of Washington's 22 athletic teams, utilized in social media, marketing campaigns, and recruitment efforts.
- Collaborate with a creative team to execute high-profile photography for recruits, DEI initiatives, and digital marketing strategies, elevating UW's brand visibility.