

Reid Alexander

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UX designer passionate about creating accessible, human-centered digital experiences. With a background in design, research, and visual storytelling, I use user insights and iterative prototyping to create engaging, data-informed solutions that make technology more intuitive and meaningful.

EDUCATION

University of Washington | Seattle, WA

Expected June 2026

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

GPA: 3.59 | Dean's List (6 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.

SKILLS

- **Design:** Figma, Axure, Wireframing, Prototyping, Usability Testing, Persona Development
 - **Research:** Literature Review, User Research, Speculative Design, Heuristic Evaluation
 - **Technical:** HTML, CSS, JavaScript, Java, PostgreSQL
 - **Creative:** Adobe Photoshop, Lightroom, Visual Composition, Photography
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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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SELECTED PROJECTS

Emerald Uprising, UX of Game Design — Independent Class Project

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.

RSocial, Design Methods — Group Project

Autumn 2024

- Collaborated on a mobile app prototype to make UW student organizations more discoverable and accessible, addressing fragmented information and limited engagement on preexisting platforms.
- Designed interactive Figma prototypes, including a swipe-based “Husky Explore” interface and personalized club recommendations, and iteratively refined them through usability testing.

Cloud Generation, UX Platform Audit — Independent Evaluation

June 2024

- Conducted a comprehensive UX evaluation of Cloud Generation’s learning platform, identifying usability, accessibility, and engagement issues across learner and admin portals.
- Documented findings and proposed improvements including enhanced navigation, better visual hierarchy, and increased interactive feedback mechanisms.

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 execute high-profile photography for DEI initiatives, recruits, and brand campaigns.

PORTFOLIO

UX Portfolio: reidcar.github.io — Built with HTML/CSS/JS, featuring interactive prototypes and detailed design process.

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