

Reid Alexander

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UX/UI Designer blending product thinking with visual storytelling to craft intuitive, accessible, and emotionally resonant experiences for large, highly engaged audiences. Skilled across user research, interaction design, prototyping, and usability testing. Recognized for crisp execution, detail-oriented problem solving, and strong cross-functional collaboration in fast-paced, high-pressure environments.

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.

TECHNICAL & DESIGN SKILLS

- **UX & Product Design:** Figma, Axure, Wireframing, Prototyping, Interaction Design, Usability Testing, Accessibility, Information Architecture
- **Software:** HTML, CSS, JavaScript, Java, PostgreSQL, Git, Responsive Design
- **Creative & Collaboration:** Adobe Creative Suite (Lightroom & Photoshop), Miro, Canva, Notion, Slack, Google Workspace
- **Research:** Interviews, Diary Studies, Literature Review, Affinity Mapping, Heuristic Evaluation, Persona Development, Speculative Design

UX PROJECTS

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

INFO 442: Cooperative Software Development (Group)

- Created a playful dating app concept, leading 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) to investigate how Gen Z users experience autonomy and intentional engagement on social media platforms.
- Synthesized qualitative data via affinity mapping and literature review to define user values and design value-aligned interface concepts including Intent Mode and other usage framing mechanisms that support purposeful engagement.

Emerald Uprising | UX Designer | Spring 2025

INFO 498: UX of Game Design (Independent)

- Developed 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 EXPERIENCE

Research Assistant & Project Lead | Pulse Lab at the University of Washington | Seattle, WA

April 2025 – Present

- Lead a research + design project exploring how speculative scenario writing can improve public understanding of scientific research, grounded in literature on science communication and narrative engagement.
- Synthesized 20+ academic sources to identify evidence-based principles for engaging science writing and inform early project direction.
- Collaborating on the concept and early wireframes for a community platform to host science writing, support public participation, and explore incentive models for sustained engagement.

WORK EXPERIENCE

Sports Creative and Photographer | University of Washington Intercollegiate Athletics | Seattle, WA

Jan 2024 – Present

- Produce visual content across 22 Division I athletic programs to support recruitment, marketing, and fan engagement, driving 100M+ annual impressions, 3.4M+ engagements, and \$250K+ in social value, with primary focus on softball and women's basketball.
- Provide live-event coverage for 60+ athletic events per academic year, delivering high-volume photo assets under tight deadlines while maintaining brand consistency and storytelling quality.
- Apply user-centered storytelling by collaborating with marketing staff, coaches, and media teams to adapt content strategy based on audience needs and real-time feedback.

WNBA Team Photographer | Seattle Storm | Seattle, WA

May – September 2025

- Delivered 10,000+ professional images across the season (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.

PORTFOLIOS

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

Photography: photosbyreid.com (Built on Squarespace; highlighting storytelling, composition, and editing)