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.

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, UX/UI & Product Design.
- **Research:** Literature Review, User Research, Speculative Design, Heuristic Evaluation
- **Technical:** HTML, CSS, JavaScript, Java, PostgreSQL
- **Creative:** Adobe Creative Suite, 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.

SELECTED PROJECTS

Lost & Found (Cryptid Dating App), UX Designer & Product Creator   Autumn 2025
- 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, Value Sensitive Design — UX Designer & Researcher, Group   Autumn 2025
- 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 — 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.

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.

PORTFOLIOS
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).