

# Reid Alexander

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Product designer passionate about the intersection of creativity and AI, with a background in user research, interaction design, and Figma prototyping. Has a background in D1 and professional sports photography, bringing a unique lens on real human behavior, attention, and decision-making under pressure. Trained to notice subtle signals like hesitation, timing, and flow, and translate those insights into clear, high-impact digital experiences. Focused on understanding not just what users do, but why they do it and how to better support real-world behavior.

## EDUCATION

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**University of Washington** | Seattle, WA | Expected June 2026

*Bachelor of Science in Informatics (UX / HCI)*

GPA: 3.64 | Dean's List (8 quarters)

*Relevant Coursework:* AI & Psychology, Cooperative Software Development, Value Sensitive Design, UX of Game Design, Input & Interaction, Client-side Development, Inclusive Design & Engineering, Research & Design Methods, Product & Information Systems Management, Biopsychology.

## UX PROJECTS

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**Zinnia All Day (Capstone)** | UX Designer & Research Lead | Winter & Spring 2026

- Designed a caregiver scheduling platform in partnership with Zinnia to support structured routines for dementia care.
- Conducted user research (survey + interviews) and prototyped a drag-and-drop interface in Figma introducing modular “building block” scheduling.

**Gen Z's Digital Autonomy** | UX Researcher & Designer | Autumn 2025

INFO 464: Value Sensitive Design

- 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.

## WORK EXPERIENCE

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**Sports Creative & 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.

- Work independently across 22 athletic programs, collaborating cross-functionally with marketing, coaching, and media teams to adapt content strategy based on audience needs while developing strong judgment and context-switching skills in a high-volume, fast-paced environment.

### **WNBA Team Photographer**

Seattle Storm | Seattle, WA | May – September 2025

- Delivered 10,000+ images across the season under live deadlines (games, arrivals, fan activations)
- Produced content used reaching 251K Instagram followers, WNBA, NBAe, team site, app, email campaigns, sponsorships, and player accounts, driving large-scale fan engagement and brand growth.
- Collaborated with marketing and social teams to support real-time campaigns & game-day operations.

### **TECHNICAL & DESIGN SKILLS**

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- **UX Design:** Figma, Axure, Adobe Creative Suite (Lightroom & Photoshop), Wireframing, Prototyping, Interaction Design, Accessibility
- **Technical:** HTML, CSS, JavaScript, Java, PostgreSQL, Git, Responsive Design
- **Research:** Interviews, Diary Studies, Affinity Mapping, Usability Testing