

Barrett Flemons

Interaction Designer

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Trader Corporation

405 The West Mall
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To the Hiring Manager of Trader Corporation,

Hi, my name is Barrett Flemons. I'm an Interaction Design student from Sheridan College and I would love to be considered for the Web Developer/Designer at Trader Corporation.

Trader Corporation has been a leader in the car classifieds realm for quite some time. For me especially, I use the autotrader application daily with my phone. I can appreciate the thought that has gone into making an immense amount of data, simplified for the typical user. Each component broken down and thoroughly iterated to create the interface as it stands now, a strong example of mitigating performance load of any user.

I can offer a lot to your team. In my Bachelor's Degree of Interaction Design at Sheridan, I've gained a wide range of conceptual and technical skills, including:

Web Design:

- Implemented Empathy Map, Value Proposition Canvas and Journey Map to help identify solutions for Toronto's housing crisis, and used these findings to create a web based experience

UI / UX Design:

- Designed and coded websites and apps, including wire frames, mockups, site maps, user flows
- Familiarity with the AODA standards for compliance
- Researched and am prototyping a Heads Up Display interface solution to distracted driving

Front End Development

- Garnered feedback, proposed, and developed updates to Canadian Tire's on-boarding platform.
- Developing web product page along with interactive interface for a solution to distracted driving.

Usability testing:

- Conducted usability tests to identify and evaluate heuristic problems in a client's website
- Helped to construct & facilitate user tests for KPDI's external client

Creative Facilitations and Problem Solving:

- Facilitated group ideation and problem solving sessions

Trader Corporation has set a new precedent in the classifieds field with innovative design solutions. This drive to push beyond the conventional, and continue re-imagining the industry, I believe is a necessity in our field to stay innovative, and I would love to help push it even further. I look forward to hearing back from you!

Thank you for your consideration,

