

# Barrett Flemons

Interaction Designer

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## **2908 at Communitech Innovation Hub, General Motors**

151 Charles Street West, Suite 100  
Kitchener, Ontario, N2G 1H6

To the Hiring Manager of 2908 at Communitech,

Hi, my name is Barrett Flemons. I'm an Interaction Design student from Sheridan College and I would love to be considered for the Innovation Specialist role for GM's 2908 at Communitech Innovation Hub.

My passion for cars has grown continuously since my childhood. Having been brought up in this hobby, I have taken to seeing cars as one of the most powerful disruptors of the world, given how much we interact with them in our daily lives. This potential for innovation and my personal passion for the industry is what led me to study Interaction Design. I've developed a wide variety of skills and tools to research, brainstorm, and prototype concepts. Given these competencies and personal knowledge, I feel that the Innovation Specialist role is a great fit for me.

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

### **Human-Centered Design:**

- Completed interviews and surveys to identify potential solutions in the distracted driving space
- Conducted observational studies on service design issues on Sheridan Campus

### **Prototyping**

- Created a conceptual 3D printed G-Force Meter, powered by Arduino
- Experienced in low and high fidelity prototyping methods
- Designed and tested app concepts using Adobe XD

### **Design Sprint Methodologies:**

- Participated in multiple design sprints applying methodologies including Google Ventures, IDEO Service Design, & currently Microsoft Inclusive design

### **Creative Facilitations and Problem Solving:**

- Facilitated group ideation / problem solving sessions
- Hosted and taught a Creative Problem Solving workshop at Canadian Tire DD&L

With General Motors' ambitious goal of changing its mindset from an automobile company to a personal transportation company, I feel Chevrolet has a strong methodology for it moving forward. I would love to be a part of 2908 as you continue to promote change and innovation and thinking beyond what may be the norm now. I believe I would be a beneficial addition to your company and I look forward to hearing back from you.

Thank you for your consideration.

*Sincerely,*

Barrett Flemons

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## Summary

Hello! I'm Barrett.

I am currently a student of Interaction Design. I bring a wide breadth of skills, including strong knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as programming (HTML, CSS, Javascript).

I strive to find solutions to everyday challenges and seamlessly incorporate new technology into everyday life.

## Skills

### Design Conceptualization

- User Interface Design
- User Experience Design
- Product Design
- Information architecture
- Design Process
- Usability Testing
- Rapid Prototyping
- 3D Modeling
- Creative Problem Solving (CPS)

### Languages

- HTML/CSS
- Javascript
- Processing

### Design Programs

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Adobe XD

## Education

2013-2018 • **Bachelor of Interaction Design**

+ Certificate in Creativity and Creative Problem Solving

*Sheridan College Institute of Technology & Advanced Learning*

Oakville, Ontario

## Projects

Portfolio can be reviewed here: [bflemons.com](http://bflemons.com)

2017 • **CTU Admin Site Redesign** • *Canadian Tire internship*

- Led Admin site redesign project to update its visual style coinciding with the newly redesigned Canadian Tire University website
- Developed new Support page to provide better assistance for users

2017/2018 • **Distracted Driving Thesis** • *Interaction Design Studies 1*

- Completed primary and secondary research into distracted driving
- Generated numerous solutions given research
- Rapidly prototyped and user tested potential solutions for feedback
- Currently developing higher fidelity prototypes

2016 • **Toyota Canada Website Redesign** • *Personal Project*

- Redesigned the homepage of the Toyota Canada website
- Rearranged information to deliver relevant content to end user in order to encourage more client interaction and simplify the layout
- Identified and adhered to company design philosophies

2017 • **Usability Test for KPDI** • *Usability Studies Lab*

- Completed a heuristic evaluation of a client of KPDI
- Constructed a test plan to identify user flow and pain points as they pertained to the observed issues
- Proposed changes to website using information taken from user test

2017 • **Google Venture Design Sprint** • *Collaborative Workshop 1*

- Redesigned failed commercial products
- Conducted secondary research into reasonings behind product failure
- Designed and prototyped new products
- Pitched and received critique on product feasibility/applicability

## Previous Employment

2017 • **Canadian Tire - DD&L** • *Web Design Co-op*

- Redesigned Canadian Tire University Administrator site and relevant assets
- Maintained Canadian Tire University brand including banners, compatibility issues and lesson landing pages

2016 • **Bedelia** • *UI Designer*

- Developed wireframes for organization of client's content