

Barrett Flemons

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Pilot Interactive

Ms. Keya Vadgama
Lead Interactive Designer
Pilot Interactive Inc.
555 Richmond St W #502
Toronto, ON M5V 3B1

Dear Ms. Vadgama

Interactive design became my passion in the transition from high school to college. I was searching for a compromise between my love for art and my interest in working with technology. Although I had a programming background, I preferred to focus more on design, identifying how I can provide people with a pleasant experience in my work.

In my Bachelors Degree in Interaction Design at Sheridan I have developed my skills, further understanding the process needed to yield such positive and inclusive interactions. My proficiency in the design process in not only interactive design, but also in creative problem solving, have become very strong. I have many qualifications I can bring to your team including:

Skills in Web Design:

- Designed and coded websites, following the design process

Usability testing Experience:

- Worked in a group constructing & facilitating user tests for KPDI
- Designed App taking user input from feedback on competitors

Creative Problem Solving

- Facilitated for group creative problem solving sessions.
- Developed new concepts to tackling housing crisis for Innovation Hub

Interaction Design:

- Designed and coded Kinect interactive art installation
- Constructed robot that manipulate human empathy

Your company has been driven to put the user at the center of your entire design process, while pushing yourselves to new creative boundaries. In all of my work I strive to do the same, to cater my pieces towards a demographic and engage them in every relevant way, providing a unique experience. I believe I would be a beneficial addition to your company and I look forward to being interviewed at your nearest convenience. Thank you for your consideration.

Sincerely

Barrett Flemons

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Interaction Designer

289 828 0726

BarrettFlemons@gmail.com

Burlington, Ontario, Canada

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

Languages

- HTML/CSS
- Javascript
- Processing

Design

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

Concepts

- User Interface Design
- User Experience Design
- Product Design
- Information architecture
- Design Process
- Usability

Education

Bachelor of Interaction Design

2013-2018

Sheridan College Institute of Technology & Advanced Learning

Oakville, Ontario

Cumulative GPA: 3.5

Projects

Portfolio can be reviewed here: bflemons.com

Charity Website • *Interaction Design 1: Interface*

- Redesigned the site of a local charity, the Canadian International Learning Foundation (CANILF).
- Added overall and individual page structure to improve hierarchy and ease of access.
- Rearranged information to deliver relevant content to end user in order to encourage more donations and communicate cause more effectively.
- Updated the site with responsive web design for optimal viewing on mobile devices.

Festival Application • *Interaction Design 2: Navigation*

- Developed a mobile app to improve visitor experience at Inside Out, an LGBT film festival.
- Emphasized features desired by end users, informed by observation and ethnographic study.
- Organized content for quick and fluid navigation throughout app

Kinect Art installation • *Interactive Media: Motion*

- Programmed an interactive art gallery installation using Kinect and Processing.
- Encouraged user engagement through physical gestures and responsive elements.
- Designed for seamless integration into a pre-existing environment.

Bonci Restaurant Application Design • *Design and Systems Thinking*

- Conceptualized a mobile application to aid users in locating restaurants as well as discovering new restaurants.
- Conducted in-depth research, including surveying users of competitor apps, to inform app design.
- Designed to address primary user concerns in a wide range of demographics.

Previous Employment

RONA

2011-Present

- Organization of material to streamline order fulfillment process.
- Served as face of the company when assisting clients on product floor.

Five Suggestions for Improvement of the Pilot website

Firstly, consider a different landing image/phrase. The message is clear as to what the company does, but for potential clients who know who you are, it is not as important as seeing past work (or even simply the logos of past completed projects) to accompany your landing sentence would be more beneficial.

Second, if your employees are comfortable enough, look at taking individual photographs and short bios of the members of your company. Putting a face/faces behind your work would make your company see far more friendly for the potential clients, as well as bring recognition from all of your member's past work.

Third, work with onhover events more on your "work" page. Although the cursor changes indicating it's interactivity, a simple colour change or simple animation would draw a user's attention better.

Fourth, darken the images where the white text is too close to the background colour. Instances such as the "Clio" work link, "Nayamed" work link and "GIRL'S NIGHT OUT..." quote on the Nike page are too difficult to see, especially on screens not being looked directly at (being shown).

Finally, I would recommend retaking photos that include pictures of your team members. Although very beautiful, your peers seem very somber. Although this is most likely the state for anyone during the work process, showing a bit of life whether it be smiling or talking with one another would go a long way in showing your company in a positive tone, much like your "Get In Touch" page.