

Barrett Flemons

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Critical Mass

Ms Sabrina Alaimo
UX Lead
Critical Masss Toronto
425 Adelaide St W, Toronto
Toronto, ON M5V 3C1

Dear Ms. Alaimo,

Spending the last three years dedicated to design, I have constantly looked for inspiration for my own work. I find myself constantly coming back to your company. The work you do stands apart for me for creating a user experience. The Converse solution especially intrigued me, as I am a personal fan of converse and have used them for years. Your integration of rock, into the "rock icon" did the shoe perfect justice in it's implementation, and has pushed me to explore arduino further beyond my current knowledge.

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

Skills in User Interface Design:

- Designed and coded websites and apps, following the design process

Usability testing Experience:

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

Creative Problem Solving

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

Experience Design:

- Collaborated with textile program to explore means of promoting relaxation
- Constructed robot that manipulate human empathy
- Researched, designed and developed a car enthusiast product

Your company has been driven to put the user at the center of your entire design process, keeping all of their interests at heart, 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, but still provide 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