

BARRETT FLEMONS

Interaction Designer | Front-End Developer

About

Boisterous, beard-bearing, Barrett. That's me! I'm an Interaction Designer based in Toronto with a love for getting my hands dirty in code.

My skill set blends design and development, allowing me to both conceptualize and implement ideas, and collaborate with a variety of people.

This is my passion, collaborating and innovating with others to build impactful digital and physical experiences. I am always looking for my next challenge, let me know if it's with you!

Skills

Methodology

- Design Thinking
- Wireframing
- Usability Testing
- Rapid Prototyping
- 3D Modeling
- Information Architecture
- Front-End Development
- Creative Problem Solving

Programs

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Adobe XD
- Rhino 3D
- Cinema 4D

Projects

May 2017 - July 2018

CTU Admin Site Redesign • Canadian Tire

Investigated client pain points on admin-facing internal employee training website. Spearheaded structural and visual redesign and front-end development, resulting in drastically reduced active customer service tickets.

Sept 2016 - May 2017

Data Visualization • Innovation Hub

Investigated the Canadian housing crisis and factors that impact home ownership. Launched an illustrated and coded interactive web visualization to demonstrate the crisis, with a call-to-action for Canadians to start saving early.

Contact

✉ barrettflemons@gmail.com

🌐 bflemons.com

☎ 289•828•0726

🏠 Toronto, Canada

Experience

Web Designer, Co-op • Canadian Tire

May 2017 - Aug 2017

Collaborated within a small team to revitalize and maintain Canadian Tire's e-learning platform. Executed overhaul of admin site and guided development of admin and user facing FAQ pages, reducing customer service tickets. Produced proprietary digital and print materials resulting in increased user engagement.

Web Designer, Contract • Canadian Tire

Nov 2017 - Jan 2018

Independently executed design and development of a digitized version of a administrator user guide. Headed up direct changes to the visual design based on feedback of the users, and built a template for a future French version.

Freelance Designer

Jan 2016 - Present

Producing illustrations and UI designs based on individual client needs.

Education

Bachelor of Interaction Design, Honours

Sept 2014 - Apr 2018

+ *Certificate in Creativity and Creative Problem Solving*

Sheridan College Institute of Technology & Advanced Learning
Oakville, Ontario

Nov 2017 - Jan 2018

CTU Admin Guide Digitization • Canadian Tire Amalgamated

ated user feedback on current print guide into tangible design requirements. Designed layout and developed the guide as a web-based solution resulting in a reduction in QA calls.

Sept 2016 - Dec 2016

Usability Testing • KPDI

Evaluated client website following Nielson Heuristic principles. Devised testing plan for key problem areas and conducted several user tests. Proposed solutions to client pain points based on findings. Recommendations were enacted by KPDI.