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## **Canadian Tire Corporation, Limited**

Ms Sofia Giovanniello  
Talent Attraction Specialist  
Campus Program  
Canadian Tire Corporation  
2180 Yonge Street, 6th Floor South  
Toronto, ON M4P 2V8

Dear Ms. Giovanniello,

Canadian Tire has been a household brand for my family ever since I was a kid. Growing up I watched a range of Canadian companies disappear or be purchased, but Canadian Tire has stayed truly Canadian. Their outreach programs for communities have been an extreme success in my eyes, if their is a fund-raiser I assume Canadian Tire is behind it. That relationship with Canada as a "community" is something I look to replicate in my work, captivating a wide audience and gaining their trust.

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 UI/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 user from feedback on competitors

### **Creative Problem Solving**

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

### **Experience 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, 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