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RBC Royal Bank

Mr. Jacob Lidstone

Campus Recruiter, Technology and Operations

RBC Recruitment

Royal Bank of Canada

Toronto, ON

Dear Mr. Lidstone

The Royal Bank of Canada has been a household name in my family since I was little. Your companies recent developments in the tech industry, although specific to banking have been truly innovative and inspiring for me. Your companies work with the digital wallet fixed the problem of carrying all these methods of payment with you (cash, credit cards etc.) and condensing them to the smart phone, which almost everyone has at their disposal, truly was a extremely well though out solution.

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 with your companies products. 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 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 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