

# Barrett Flemons

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514 Deerhurst Drive | Burlington, Ontario L7L5S9 | 289 . 828 . 0726 | BarrettFlemons@gmail.com

## IBM

Ms Catherine Christou  
Campus Recruitment Team Lead  
IBM Canada Inc.  
3755 Riverside Dr.  
Ottawa, ON K1V 1B8

Dear Ms. Christou

Your companies resurgence and “retraining” of employees towards a design approach sparked my interest a few years ago. One of your projects overseas put me in awe over the solution for a complex problem, how might baggage handling be improved. The solution proposed in Amsterdam, demonstrated the organizational system's prowess, especially within the confines of the space the airport encapsulates. This inspired me to push myself further within the rules given of my own work, and look at the potential side effects of a project being successful.

In my Bachelors Degree in Interaction Design at Sheridan I have developed my skills, further understanding the process needed to yield such positive interactions with your 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