

Barrett Flemons

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Jam3

Lorraine Lau

Human Resources Manager

325 Adelaide St W, Toronto,

ON M5V 1P8, Canada

Dear Ms. Lau

Jam3 although a recently establish brand, has already made a major impact in my life. My interactions with your superbowl youtube "Ad Blitz" and your Ford Mustang configurator left a lasting impression. The campaign came at an opportune time for me. I was in first year of my program and needed an avenue to relate to my peers better (I used to be extremely shy). This was the perfect opportunity as all my (now) friends engaged in it. Since this event I have aspired to be able to accomplish something that brings people together and generates discussion like your projects.

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 the field of web design, 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

Barrett Flemons

Interaction Designer

289 828 0726

BarrettFlemons@gmail.com

Burlington, Ontario, Canada

Summary

Hello! I'm Barrett.

I am currently a student of Interaction Design. I bring a wide breadth of skills, including strong knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as programming (HTML, CSS, Javascript).

I strive to find solutions to everyday challenges and seamlessly incorporate new technology into everyday life.

Skills

Languages

- HTML/CSS
- Javascript
- Processing

Design

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro

Concepts

- User Interface Design
- User Experience Design
- Information architecture
- Design Process
- Usability

Education

Bachelor of Interaction Design

2013-2018

Sheridan College Institute of Technology & Advanced Learning

Oakville, Ontario

Cumulative GPA: 3.5

Projects

Portfolio can be reviewed here: bflemons.com

Charity Website • *Interaction Design 1: Interface*

- Redesigned the site of a local charity, the Canadian International Learning Foundation (CANILF).
- Added overall and individual page structure to improve hierarchy and ease of access.
- Rearranged information to deliver relevant content to end user in order to encourage more donations and communicate cause more effectively.
- Updated the site with responsive web design for optimal viewing on mobile devices.

Festival Application • *Interaction Design 2: Navigation*

- Developed a mobile app to improve visitor experience at Inside Out, an LGBT film festival.
- Emphasized features desired by end users, informed by observation and ethnographic study.
- Organized content for quick and fluid navigation throughout app

Kinect Art installation • *Interactive Media: Motion*

- Programmed an interactive art gallery installation using Kinect and Processing.
- Encouraged user engagement through physical gestures and responsive elements.
- Designed for seamless integration into a pre-existing environment.

Bonci Restaurant Application Design • *Design and Systems Thinking*

- Conceptualized a mobile application to aid users in locating restaurants as well as discovering new restaurants.
- Conducted in-depth research, including surveying users of competitor apps, to inform app design.
- Designed to address primary user concerns in a wide range of demographics.

Previous Employment

RONA

2011-Present

- Organization of material to streamline order fulfillment process.
- Served as face of the company when assisting clients on product floor.