

# Barrett Flemons

Interaction Designer

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## IDEO Tokyo

3-5-29 Kita Aoyama

Minato-ku, Tokyo

To the Hiring Manager of IDEO Tokyo,

Hi, my name is Barrett Flemons. I'm an Interaction Design student from Sheridan College and I would love to be considered for the Interaction Designer (Creative Coder) position at IDEO Tokyo.

IDEO has been a leader in the design realm for quite some time. I'll be honest though, I had never heard of your company until I entered my Design program. As soon as I did however, I realized all the different things I have used before, that came from your company. The one that always comes to mind is the Apple Mouse. Something so simple, yet made using the computer so much more intuitive. This user centered design approach I look to implement in all of my work as well, always looking for ways to streamline the user experience, even with technology.

I can offer a lot to your team. In my Bachelor's Degree of Interaction Design at Sheridan, I've gained a wide range of conceptual and technical skills, including:

### Interaction Design:

- Implemented Empathy Map, Value Proposition Canvas and Journey Map to help identify solutions for Toronto's housing crisis, and used these findings to create a web based experience
- Researched and am prototyping a Heads Up Display solution to distracted driving

### UI / UX Design:

- Designed and coded websites and apps, including wire frames, mockups, site maps, user flows
- Familiarity with the AODA standards for compliance

### Front End Development

- Garnered feedback, proposed, and developed updates to Canadian Tire's on-boarding platform.
- Developing web product page along with interactive interface for a solution to distracted driving.

### Usability testing:

- Conducted usability tests to identify and evaluate heuristic problems in a client's website
- Helped to construct & facilitate user tests for KPDI's external client

### Creative Facilitations and Problem Solving:

- Facilitated group ideation and problem solving sessions

IDEO has set a new precedent in the design field with it's innovative design methodologies. This drive to push beyond the conventional, and continue re-imagining the industry, I believe is a necessity in our field to stay innovative, and I would love to help push it even further. I look forward to hearing back from you!

Thank you for your consideration,

