

Barrett Flemons

Interaction Designer

289-828-0726

barrettflemons@gmail.com
Burlington, Ontario, Canada

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Motoinsight

69 Yonge Street, 15th Floor
Toronto, ON M5E 1K3

To the Hiring Manager of Motoinsight,

Hi, my name is Barrett Flemons. I'm an Interaction Design student from Sheridan College and I would love to be considered for the Visual Designer position at Motoinsight.

Motoinsight has made a name for itself among car dealers and manufacturers in customer engagement. I personally am extremely passionate about cars, but even I had issues in the purchasing process. From my experience purchasing a car, I can see the need for this expertise in consumer targeting. Peaking customers interest and informing them of their options makes the car buying process far easier. Understanding the consumers through data is also imperative in the new wave of online influenced automotive sales, and your team is at the forefront.

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:

Visual Design:

- Designed and illustrated visuals for a web based data visualization for the Innovation Hub
- Designed print based administration guide for Canadian Tire

Web 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

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.

Creative Facilitations and Problem Solving:

- Facilitated group ideation and problem solving sessions

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

Thank you for your consideration,



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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

Design Conceptualization

- User Interface Design
- User Experience Design
- Product Design
- Information architecture
- Design Process
- Usability Testing
- Rapid Prototyping
- 3D Modeling
- Creative Problem Solving (CPS)

Languages

- HTML/CSS
- Javascript
- Processing

Design Programs

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

Education

2013-2018 • **Bachelor of Interaction Design**

+ Certificate in Creativity and Creative Problem Solving

Sheridan College Institute of Technology & Advanced Learning

Oakville, Ontario

Projects

Portfolio can be reviewed here: bflemons.com

2017 • **CTU Admin Site Redesign** • *Canadian Tire Internship*

- Led Admin site redesign project to update its visual style coinciding with the newly redesigned Canadian Tire University website
- Developed full front end of the website

2017 • **CTU Admin Guide Digitization** • *Canadian Tire Internship*

- Initially redesigned for print based off of user feedback
- Redesign and development of web based administrator tools
- Developed template for French version of the guide

2017/2018 • **Distracted Driving Thesis** • *Interaction Design Studies 1*

- Completed primary and secondary research into distracted driving
- Rapidly prototyped and user tested potential solutions for feedback
- Developed final 3D modeled prototype and completed UI

2016 • **Toyota Canada Website Redesign** • *Personal Project*

- Redesigned the homepage of the Toyota Canada website
- Rearranged information to deliver relevant content to end user in order to encourage more client interaction and simplify the layout
- Identified and adhered to company design philosophies

2017 • **Usability Test for KPDI** • *Usability Studies Lab*

- Completed a heuristic evaluation of a client of KPDI
- Constructed a test plan to identify user flow and pain points as they pertained to the observed issues
- Proposed changes to website using information taken from user test

Previous Employment

2017 • **Canadian Tire - DD&L** • *Web Design Co-op*

- Redesigned Canadian Tire University Administrator site and relevant assets
- Maintained Canadian Tire University brand including banners, compatibility issues and lesson landing pages
- Proposed changes to the Canadian Tire University in compliance with Nielsen's Heuristic Principles

2017-2018 • **Canadian Tire - DD&L** • *Web Design Contract*

- Independently designed and developed digitized version of the Canadian Tire University Administrator Guide