

# Barrett Flemons

Interaction Designer

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Burlington, Ontario, Canada

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## Prodigy

Ms. Leah Wilson

Director Talent Acquisition

1100 Burloak Dr

Burlington, ON

Dear Ms. Wilson,

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

Gaming of all sorts has been a massive part of my life, ever since I was a kid. Growing up with this hobby, I realized at an early age the potential that video games have in education. I found myself retaining things best when it could be gamified in some way, leading me to excel in areas such as creative problem solving with the likes of Little Big Planet, or even basic math skills from the old Math Circus Games. This is why your company piqued my interest, they combine one of my passions, with where I feel it can be applied to in the world, making what I would've used as a kid.

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 underway prototyping a Heads Up Display solution to distracted driving

### UI / UX Design:

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

### Product Design:

- Garnered feedback, proposed, and enacted updates to Canadian Tire's on-boarding platform
- Collaborated on solutions with accessibility for the ONTrack Design Competition

### 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

Prodigy has made it their mission to bring education forward with the use of video games. This focus on re-imagining how kids will be educated I believe is at the forefront for field , and I would love to help push it even further. I look forward to hearing back from you!

Thank you for your consideration,

