

# Barrett Flemons

Interaction Designer

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## **2908 at Communitech Innovation Hub, General Motors**

151 Charles Street West, Suite 100  
Kitchener, Ontario, N2G 1H6

To the Hiring Manager of 2908 at Communitech,

Hi, my name is Barrett Flemons. I'm an Interaction Design student from Sheridan College and I would love to be considered for the UI / UX Designer role for GM's 2908 at Communitech Innovation Hub.

I've been in love with cars since I was a kid. Growing up with this hobby, I realized at an early age the role technology has in driving, and I felt like I could help make that better. This passion for the automobile industry is the reason why I pursued Interaction Design – I want to improve people's experiences, both in and out of the car. Whether it is designing in-car entertainment or better understanding how we might interact with self-driving tech, I believe I would fit this UI / UX position perfectly.

I believe 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:

### **UI / UX Design:**

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

### **Human-Centered Design:**

- Implemented Empathy Map, Value Proposition Canvas and Journey Map to help identify solutions for Toronto's housing crisis
- Completed interviews and surveys to identify potential solutions in the distracted driving space

### **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

General Motors has made it their mission to disrupt the traditional business model in anticipation for the future. This focus on electric, connected, shared, and autonomous driving touches on a really important topic, and I would love to help make it a reality. I look forward to hearing back from you!

Thank you for your consideration.

*Sincerely,*

Barrett Flemons