

# Barrett Flemons

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## **SGSCO - Marks**

Ms. Jane Stanfield

Creative Director

Marks Toronto

15 St Lawrence Ave, Toronto

ON, M8Z 5T8

Dear Ms.Stanfield,

Your companies theme of "adaptation" really struck a chord with me. Design that incorporates a companies pre-existing assets, instead of starting from scratch is a true sign of innovation in the design industry. I personally have strived to develop with this method, with attempts of mine ranging from appropriations of pre-existing ad campaigns with Volkswagen, to redesigning Toyota's website to better fit their personal design philosophy.

In my Bachelors Degree in Interaction Design at Sheridan I have developed my skills, further understanding the process needed to yield such positive and helpful interactions like with your groups innovations. My skills in the design process in not only UX Design, but also in creative problem solving, have become very strong. I have many qualifications I can bring to your team including:

### **Skills in User Interface Design:**

- Designed and coded websites and apps, following the design process

### **Usability testing Experience:**

- Worked in a group constructing & facilitating user tests for KPDI
- Designed app taking feedback from users on competitors

### **Creative Problem Solving**

- Facilitated for group creative problem solving sessions.
- Developed new concepts to tackling housing crisis for Innovation Hub

### **Skills User Experience Design:**

- Collaborated with textile program to explore means of promoting relaxation
- Constructed robot that manipulate human empathy
- Researched, designed and developed a car enthusiast product

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*

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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

### Design Conceptualization

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

### Languages

- HTML/CSS
- Javascript
- Processing

### Design Programs

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

## Education

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

*Sheridan College Institute of Technology & Advanced Learning*

Oakville, Ontario

## Projects

Portfolio can be reviewed here: [bflemons.com](http://bflemons.com)

2017 • **Toyota Canada Website Redesign** • *Personal Project*

- Redesigned the site of Toyota Canada
- 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 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

2016 • **Kinect Art installation** • *Interactive Media: Motion*

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

2016 • **Bonci Restaurant App Design** • *Design & 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 following primary user concerns from target demographic.

## Previous Employment

2011 - Present • **RONA** • *Shipper*

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

2016 • **Bedelia** • *Temp*

- Developed wireframes for organization of clients content