

Barrett Flemons

Interaction Designer

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Burlington, Ontario, Canada

January 27, 2018

General Motors - Communitech Innovation Hub

151 Charles St W #100

Kitchener, ON N2G 1H6

To the Hiring Manager of General Motors 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 at the Communitech Innovation Hub for General Motors Canada.

The automobile industry was the key reason for me to pursue a career in interaction design. Growing up in the technology era has also given me the benefit of realizing tech's (and more specifically, phones) influence on driving and how we interact with cars. Whether it is designing in-car entertainment or better understanding how we might interact with self-driving tech, I believe this UI / UX position would fit me perfectly.

In my Bachelor's Degree in Interaction Design at Sheridan, I have gained and developed my skills in the design field such as rapid prototyping and user centered research. Couple this with my completed certificate in Creativity and Creative Problem Solving, giving me the confidence in facilitating and participating in the creative process, and I believe I can offer a lot to your team including:

Skills in User Interface Design:

- Designed and coded websites and apps, following all steps of the design process
- Familiarity with the AODA standards for compliance

Usability testing Experience:

- Worked in a group constructing & facilitating user tests for KPDI
- Designed app based off feedback from users and competitive analysis

Creative Problem Solving

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

Skills in User Experience Design:

- Researched, designed and developed a car enthusiast product
- Collaborated with textile program to explore means of promoting relaxation

General Motors has championed user centered design in it's process, I feel giving them the edge versus other car manufacturers who do not. In my work I strive to do the same, to cater my pieces towards a demographic and engage them in every relevant way, while providing a unique experience. I believe I would be a beneficial addition to your company and I look forward to hearing back from you.

Thank you for your consideration.

Sincerely,

Barrett Flemons

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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 Modelling
- Creative Problem Solving (CPS)

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

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

- Led Admin site redesign project to update its visual style coinciding with the newly redesigned Canadian Tire University website
- Developed new Support page to provide better assistance for users

2017 • **Distracted Driving Capstone** • *Interaction Design Studies 1*

- Completed primary and secondary research into distracted driving
- Generated numerous solutions given research
- Rapidly prototyped and user tested potential solutions for feedback
- Currently developing higher fidelity prototypes

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

2016 • **Bonci Restaurant App Design** • *Design & Systems Thinking*

- Conceptualized a mobile application to aid users in locating restaurants as well as discovering new restaurants
- Designed following primary user concerns using outcomes of target demographic research

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

2016 • **Bedelia** • *UI Designer*

- Developed wireframes for organization of client's content

Issued By
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GRADE REPORT

Sheridan

Grading system details can be found at
<http://academicinformation.sheridaninstitute.ca>
If you have a query regarding any grade – contact
your professor or the coordinator for your program

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Program
Bachelor of Interaction Design

Plan
Bachelor of Interaction Design

Fall 2016

Subject	Course	Course Name	Grade	Credits
COWT	10023	Co-Operative Education Forum	S	1.00
DESN	20123	Usability Studies	A+	3.00
DESN	27198	Integrated System Design I	A+	3.00
DESN	30146	Interactive Obj. & Environ. I	A	3.00
VDES	12550	Visualizing Information I: Data	A	3.00
SOC'S	10172GD	Creative Problem Solving	A+	3.00
VDES	11322	Vis.Narrative Interact. Des.	A	3.00