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TD Bank Financial Group

Ms Vrinda Mehta

Campus Recruiter, Campus Technology Solutions

TD Bank Group

TD Tower, 66 Wellington Street West, 26th floor

Toronto, ON M5K 1A2

Dear Ms. Mehta

TD Bank has always to me been at the forefront of innovation in the banking sector. Always looking for new innovation, I first became interested in the company through the "Family Allowance App". The app's ability to engage younger users who would not otherwise learn about banking/saving really impressed me. This idea of being able to engage users regardless of demographic especially in terms of age, I strive to replicate in my own work.

In my Bachelors Degree in Interaction Design at Sheridan I have developed my skills, further understanding the process needed to yield such positive interactions with your products. My skills in the design process in not only UI/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 Web Design:

- Designed and coded websites, following the design process

Usability testing Experience:

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

Creative Problem Solving

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

Experience Design:

- Designed and coded Kinect interactive art installation
- Constructed robot that manipulate human empathy

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