

Barrett Flemons

Interaction Designer

289-828-0726

barrettflemons@gmail.com
Burlington, Ontario, Canada

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Motoinsight

69 Yonge Street, 15th Floor
Toronto, ON M5E 1K3

To the Hiring Manager of Motoinsight,

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

Motoinsight has made a name for itself among car dealers and manufacturers in customer engagement. I personally am extremely passionate about cars, but even I had issues in the purchasing process. From my experience purchasing a car, I can see the need for this expertise in consumer targeting. Peaking customers interest and informing them of their options makes the car buying process far easier. Understanding the consumers through data is also imperative in the new wave of online influenced automotive sales, and your team is at the forefront.

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:

Visual Design:

- Designed and illustrated visuals for a web based data visualization for the Innovation Hub
- Designed print based administration guide for Canadian Tire

Web 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

UI / UX Design:

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

Front End Development

- Garnered feedback, proposed, and developed updates to Canadian Tire's on-boarding platform.
- Developing web product page along with interactive interface for a solution to distracted driving.

Creative Facilitations and Problem Solving:

- Facilitated group ideation and problem solving sessions

Motoinsight has set a new precedent in the automotive technology and data field with it's innovative design solutions. This drive to push beyond the conventional, and continue re-imagining the industry, I believe is a necessity to stay competitive. I would love to help push it even further, and I look forward to hearing back from you!

Thank you for your consideration,

