

# BARRETT FLEMONS

## Interaction Designer | Front-End Developer

### About

Boisterous, beard-bearing, Barrett.  
That's me! I'm an Interaction Designer  
based in Toronto with a love for getting  
my hands dirty in code.

My skill set blends design and  
development, allowing me to both  
conceptualize and implement ideas,  
and collaborate with a variety of people.

This is my passion, collaborating and  
innovating with others to build impactful  
digital and physical experiences. I am  
always looking for my next challenge,  
let me know if it's with you!

### Skills

#### Methodology

- Design Thinking
- Wireframing
- Usability Testing
- Rapid Prototyping
- 3D Modeling
- Information Architecture
- Front-End Development
- Creative Problem Solving

#### Programs

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Adobe XD
- Rhino 3D
- Cinema 4D

### Projects

May 2017 - July 2018

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

Investigated client pain points on admin-facing internal employee training website. Spearheaded structural and visual redesign and front-end development, resulting in drastically reduced active customer service tickets.

Sept 2016 - May 2017

#### Data Visualization • *Innovation Hub*

Investigated the Canadian housing crisis and factors that impact home ownership. Launched an illustrated and coded interactive web visualization to demonstrate the crisis, with a call-to-action for Canadians to start saving early.

### Contact

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### Experience

#### Web Designer, Co-op • Canadian Tire

May 2017 - Aug 2017

Collaborated within a small team to revitalize and maintain Canadian Tire's e-learning platform. Executed overhaul of admin site and guided development of admin and user facing FAQ pages, reducing customer service tickets. Produced proprietary digital and print materials resulting in increased user engagement.

#### Web Designer, Contract • Canadian Tire

Nov 2017 - Jan 2018

Independently executed design and development of a digitized version of a administrator user guide. Headed up direct changes to the visual design based on feedback of the users, and built a template for a future French version.

#### Freelance Designer

Jan 2016 - Present

Producing illustrations and UI designs based on individual client needs.

### Education

#### Bachelor of Interaction Design, Honours

Sept 2014 - Apr 2018

+ *Certificate in Creativity and Creative Problem Solving*

Sheridan College Institute of Technology & Advanced Learning  
Oakville, Ontario

Nov 2017 - Jan 2018

#### CTU Admin Guide Digitization • *Canadian Tire*

Amalgamated user feedback on current print guide into tangible design requirements. Designed layout and developed the guide as a web-based solution resulting in a reduction in QA calls.

Sept 2016 - Dec 2016

#### Usability Testing • *KPDI*

Evaluated client website following Nielson Heuristic principles. Devised testing plan for key problem areas and conducted several user tests. Proposed solutions to client pain points based on findings. Recommendations were enacted by KPDI.