

Barrett Flemons

Interaction Designer

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2908 at Communitech Innovation Hub, General Motors

151 Charles Street West, Suite 100
Kitchener, Ontario, N2G 1H6

To the Hiring Manager of 2908 at 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 Innovation Specialist role for GM's 2908 at Communitech Innovation Hub.

My passion for cars has grown continuously since my childhood. Having been brought up in this hobby, I have taken to seeing cars as one of the most powerful disruptors of the world, given how much we interact with them in our daily lives. This potential for innovation and my personal passion for the industry is what led me to study Interaction Design. I've developed a wide variety of skills and tools to research, brainstorm, and prototype concepts. Given these competencies and personal knowledge, I feel that the Innovation Specialist role is a great fit for me.

I believe I can offer a lot to your team. In my Bachelor's Degree in Interaction Design at Sheridan, I've gained a wide range of conceptual and technical skills, including:

Human-Centered Design:

- Completed interviews and surveys to identify potential solutions in the distracted driving space
- Conducted observational studies on service design issues on Sheridan Campus

Prototyping

- Created a conceptual 3D printed G-Force Meter, powered by Arduino
- Experienced in low and high fidelity prototyping methods
- Designed and tested app concepts using Adobe XD

Design Sprint Methodologies:

- Participated in multiple design sprints applying methodologies including Google Ventures, IDEO Service Design, & currently Microsoft Inclusive design

Creative Facilitations and Problem Solving:

- Facilitated group ideation / problem solving sessions
- Hosted and taught a Creative Problem Solving workshop at Canadian Tire DD&L

With General Motors' ambitious goal of changing its mindset from an automobile company to a personal transportation company, I feel Chevrolet has a strong methodology for it moving forward. I would love to be a part of 2908 as you continue to promote change and innovation and thinking beyond what may be the norm now. 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