

Barrett Flemons

Interaction Designer

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Greenfield Labs

Palo Alto, California

To the Hiring Manager of Greenfield Labs,

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

I've been in love with cars since I was a kid. Growing up with this hobby, I realized at an early age the role technology has in driving, and I felt like I could help make that better. This passion for the automobile industry is the reason why I pursued Interaction Design – I want to improve people's experiences, both in and out of the car. Whether it is designing in-car entertainment or rethinking how we interact from transportation from the ground up, I believe I would fit this Interaction Design position perfectly.

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:

Interaction Design:

- Implemented Empathy Map, Value Proposition Canvas and Journey Map to help identify solutions for Toronto's housing crisis, and use these findings to create a web based experience
- Researched and am underway prototyping a Heads Up Display solution to distracted driving

UI / UX Design:

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

Human-Centered Design:

- Garnered feedback, proposed, and enacted updates to Canadian Tire's on-boarding platform
- Collaborated on solutions accessibility for the ONTrack Design Competition

Usability testing:

- Conducted usability tests to identify and evaluate heuristic problems in a client's website
- Helped to construct & facilitate user tests for KPDI's external client

Creative Facilitations and Problem Solving:

- Facilitated group ideation and problem solving sessions

Greenfield Labs has made it their mission to disrupt the traditional business model in anticipation for the future. This focus on disrupting, augmenting, remodeling, and re-imagining mobility touches on what I feel is the way forward, and I would love to help make it a reality. I look forward to hearing back from you!

Thank you for your consideration.

Sincerely,

