

514 Deerhurst Drive | Burlington, Ontario L7L5S9 | 289 . 828 . 0726 | BarrettFlemons@gmail.com

Core Online Marketing

Mr. Ben Molfetta

Co-Founder

Core Online Marketing

136 Church St

Oakville, ON L6J 1M9

Dear Mr. Molfetta

Coming from my Interaction Design program at Sheridan, I have gained strong skillset in not only HTML/ CSS coding but the entire design process. Much like how your company breaks down the the steps for a successful Online marketing plan into Plan, build, and execute, I have been taught the same process giving me a head start in working with your company.

In my Bachelors Degree in Interaction Design at Sheridan I have developed my skills, further understanding the process needed to yield such positive and helpful interactions like with your groups innovations. My skills in the design process in not only 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 and mobile applications, following the design process
- Constructed wireframe's for contract work

Usability testing Experience:

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

Graphic Design

- Created data visualizations and designed them for a Mega-Map installation for Innovation Hub
- Experience developing website visuals including logos, data visualizations and infographics.

Skills User Experience Design:

- Collaborated with textile program to explore means of promoting relaxation
- Constructed robot that manipulate human empathy
- Researched, designed and developed a car enthusiast product

Your company has been driven to put the customer 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

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Interaction Designer

289 828 0726

BarrettFlemons@gmail.com

Burlington, Ontario, Canada

Summary

Hello! I'm Barrett.

I am currently a student of Interaction Design. I bring a wide breadth of skills, including strong knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as programming (HTML, CSS, Javascript).

I strive to find solutions to everyday challenges and seamlessly incorporate new technology into everyday life.

Skills

Design Conceptualization

- User Interface Design
- User Experience Design
- Product Design
- Information architecture
- Design Process
- Usability Testing

Languages

- HTML/CSS
- Javascript
- Processing

Design Programs

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro

Education

2013-2018 • **Bachelor of Interaction Design**

Sheridan College Institute of Technology & Advanced Learning

Oakville, Ontario

Projects

Portfolio can be reviewed here: bflemons.com

2017 • **Toyota Canada Website Redesign** • *Personal Project*

- Redesigned the site of Toyota Canada
- Added overall and individual page structure to improve hierarchy and ease of access.
- Rearranged information to deliver relevant content to end user in order to encourage more client interaction and simplify the layout.
- Identified and adhered to company design philosophies

2017 • **Usability Test for KPDI** • *Usability Studies Lab*

- Completed a heuristic evaluation of a client of KPDI
- Constructed a test plan to identify user flow and pain points as they pertained to the observed issues
- Proposed changes to website using information taken from user test

2016 • **Kinect Art installation** • *Interactive Media: Motion*

- Programmed an interactive installation using Kinect & Processing.
- Encouraged user engagement through physical gestures and responsive elements.
- Designed for seamless integration into a pre-existing environment.

2016 • **Bonci Restaurant App Design** • *Design & Systems Thinking*

- Conceptualized a mobile application to aid users in locating restaurants as well as discovering new restaurants.
- Conducted in-depth research, including surveying users of competitor apps, to inform app design.
- Designed following primary user concerns from target demographic.

Previous Employment

2011 - Present • **RONA** • *Shipper*

- Organization of material to streamline order fulfillment process.
- Served as face of the company when assisting clients on product floor.

2016 • **Bedelia** • *Temp*

- Developed wireframes for organization of clients content