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Summary

Accomplished design leader and product designer with 25+ years of experience in Canada, USA, UK and South Korea. As an exceptional prototyper and a lover of the union between technology and design, I spend my days breathing life into ideas big and small. Most recently I've worked with Comcast's Strategic Design team exploring business opportunities with new technologies in IoT and medical care.

Experience

Remote Contract

2021 – Present

- **Comcast, USA - IoT Management for Smart Buildings**
Wireframed central management application for property managers of smart multiple dwelling unit buildings, and prototyped mobile application for tenant use of smart residence devices (lights, locks, thermostat).
- **Comcast, USA - Medical Care App**
Wireframed mobile application to allow friends and family to discretely monitor the health and well-being of loved ones, using activity data of existing technology in the home (TV, internet, phone, mobile).
- **ProtoPie, SOUTH KOREA - Educator**
Led online training webinars for the North American and European markets for the company's prototyping software. Recorded several short YouTube videos answering customer questions about features or struggles they've been having with prototyping work.

Sky, London, UNITED KINGDOM

2018 – 2021

Lead UX Designer, Group Sky

Managed a team of designers to create world-class UX for UK's leading television provider, spanning multiple platforms including Sky Q, Sky Go, and NOW TV.

- **Workstream UX Lead for Sky Q Core UI Capabilities**
Managed design efforts for core UI capabilities such as voice, search, settings, full screen playback, and global elements to ensure they are designed, documented and implemented in a consistent manner.
- **Prototyping Mentor for Group Sky Design Team**
Acted as team mentor leading regular training sessions to upskill colleagues in their prototyping capabilities using advanced tools such as ProtoPie, in order to elevate the team's ability to create highly functional, high-fidelity prototypes for use in ideation and usability testing.
- **UX Design Lead for NOW TV Web Experience**
Oversaw the design for new browse and playback experiences for desktop, including addition of advertising, third-party interactive service integration, enhanced sports, and personalisation.

Kinetic Social, Toronto, CANADA

2014 – 2017

Senior Product Manager and Head of UX

Focused on conceptualizing and introducing new products and features for a proprietary social media advertising platform. Employed a close working relationship with technology, marketing, account management, and campaign management teams.

- **Automated Weekly Client Reporting System**
Replaced a time consuming, manual process of providing weekly campaign performance reports to clients, saving of 2-4 hours of effort per week per client, or an annual company savings of \$100,000.
- **Snapchat Partner Integration**
Managed specification and end-to-end integration of Snapchat's advertising API, acting as the touch point between engineering, account management, campaign management, and Snapchat's product management team.
- **Reporting Redesign and Automation**
Introduced user flow for one-click automation of common report templates and prototyped a sophisticated drag-and-drop UI for creation of custom report templates.
- **Multivariate Testing Suite**
Created a complete suite of tools for designing, executing, monitoring, and reporting on granularly segmented social media advertising campaigns.

Bell Canada, Toronto, CANADA
Interactive UI/UX and Design Lead

2004 – 2014

Led UX strategy and UI design across Bell Residential Services portfolio from concept through to execution. Advocated design concepts and prototypes to business owners and senior leadership. Authored style guides and user interface specifications to manage integration efforts with development partners.

- **TSN Xtra – Interactive TV**
Spearheaded UI/UX design for Bell's flagship interactive TV app for Fibe TV and managed overseas development. Deployed ongoing for TSN / RDS and for CTV during the 2012 London Olympic. Recognised with a Bell Breakthrough Award for excellence in product delivery.
- **Bell Mobile TV App – iOS, Android, Blackberry**
Collaborated with the Bell Mobility team to create experiences for incremental feature updates. Designed and presented design concepts to senior leadership, Bell Mobility and Bell Residential Services teams. Attended QA sessions with development partner to manage UI development.
- **Interactive TV Sports Services**
Designed interfaces for NFL Sunday Ticket, a value-added service for Sunday Ticket subscribers featuring real-time alerts for in-progress games events, and a unique offering for the 2004 Bell Canadian Open golf tournament offering multiple camera views, live leader board, stats and course info.

Kraft Canada Inc., Toronto, CANADA
Senior Business Analyst

1999 – 2004

Managed ongoing technical upgrades and content refreshes for KraftCanada.com, Canada's leading recipe web site.

- Technical and design lead for feature integration, performance and user acceptance testing.
- Interviewer, mentor and assessor for students participating in the Information Systems internship programme.
- Technical lead for the KraftCanada.com redesign on IBM WebSphere.
- Project plan coordinator for Siebel CRM integration with KraftCanada.com.
- Design lead for all UI upgrades and enhancements.

Patents

Innovated mechanisms for interactive TV content discovery and navigation, leading to the following patent applications:

- **Universal Interactivity**
This innovation automatically curates relevant information based on a one's television viewing choices such as related On-Demand video, or an interactive app matched on thematic similarity, as well as content amassed from the internet at large, such as news articles, blog posts, photo streams and social media.
- **Limitless Navigation**
A TV menu navigation model that presents a menu structure without limits on the number of items in a group and with unlimited nested groups, while occupying less than 20% of the screen real estate. The model is well suited as a replacement for the on-screen menu system resident on digital TV receivers.

Education & Industry Involvement

University of Waterloo, Bachelor of Arts, Waterloo, Ontario, CANADA.

- Lisbon Web Summit (2019, 2020)
- Mediaroom User Group Conference – Bell Canada Keynote Speaker (2012)
- Bell Canada Leadership Courses, Various (2004 – 2012)
- Canadian New Media Awards, (2006)
- Interwoven Team Site Administration (2003)
- IBM WebSphere Conference (2002)

Interests

- **Technology, Home Automation and Internet of Things**
Created several projects including a smart mirror, a retro gaming console, and a home automation hub. Outfitted home with smart appliances such as dimmers, switches, locks, thermostats, garage door openers, voice control, and whole-home audio. Projects documented at <http://jeffsnerdyprojects.blogspot.co.uk>.
- **Travel and Photography**
Visited and photographed over 50 countries worldwide, with the goal of satisfying the Travellers' Century Club (<http://travelerscenturyclub.org>) requirements of visiting 100 or more culturally distinct locations around the world. Photography portfolio can be viewed at <http://jclarkephoto.com>.
- **Music**
Self-taught drummer and singer. Played in various bands including a group with members that went on to create MSTRKRFT and Death From Above 1979.