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Accomplished design leader and product designer with 20+ years of experience in Canada, USA, UK and Korea. As an exceptional prototyper and lover of the union between technology and design, I spend my days breathing life into ideas big and small. Currently I'm working with ProtoPie in Seoul to upskill enterprise clients in all of their prototyping needs.

Experience

ProtoPie, Seoul, SOUTH KOREA (Remote) 2022 – Present **Master Prototyper and Enterprise Trainer**

Created curriculum and led workshops teaching customers to use ProtoPie Studio and Connect prototyping tools.

- **Customized Training Curriculum**
Bespoke training courses, workshops and demonstrations tailored to the digital and physical prototyping needs of clients from various industries such as automotive and social media.
- **ProtoPie Connect**
Creation of demos and training courses designed to help users integrate physical devices with digital prototyping such as steering wheels, Arduino boards, Raspberry Pi, smart watches etc.
- **ProtoPie School**
Self-training series of articles and videos to help get new users started with using ProtoPie.

Remote Contract 2021 – 2022

- **ProtoPie, SOUTH KOREA – Educator (May '21 – Feb '22)**
Led online training webinars for the North American and European markets for the company's prototyping software. Recorded several YouTube videos addressing customers' struggles in their prototyping work.
- **Comcast, USA - IoT Management for Smart Buildings (Aug – Oct '21)**
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 (Aug – Oct '21)**
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).

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**
Team mentor leading regular training sessions to upskill colleagues in their prototyping capabilities using advanced tools such as ProtoPie, elevating the team's ability to create highly functional, high-fidelity prototypes for use in ideation, iteration, evangelization 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

Conceptualized and introduced 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.

- **Reporting Redesign and Automation**
Replaced a time consuming, manual process of providing weekly campaign performance reports to clients with one-click automation, saving of hours of effort per week, 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.

- **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

2004 – 2014

Interactive UI/UX and Design Lead

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**

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 concepts to senior leadership, Bell Mobility and Bell Residential Services teams.

- **Interactive TV Sports Services**

Designed TV UI for NFL Sunday Ticket Extra, featuring real-time alerts for in-progress games events, and a unique app for the Bell Canadian Open offering multiple camera views, live leader board, stats and course info.

Kraft Canada Inc., Toronto, CANADA

1999 – 2004

Senior Business Analyst

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**

Personal projects including a smart mirror, a retro gaming console, and extensive home automation. Documented at <http://jeffsnerdyprojects.blogspot.co.uk>.

- **Travel and Photography**

Visited and photographed over 50 countries worldwide, with dreams of joining the Travellers' Century Club (<http://travelerscenturyclub.org>). Photography portfolio can be viewed at <http://jclarkephoto.com>.

- **Music**

Self-taught drummer and singer. Played in a band with a founding member of MSTRKRFT and Death From Above 1979.