

# Jeffrey A. Clarke

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## Summary

Accomplished new media leader, with a focus on user experience strategy and user interface design. Possess strong creative vision rooted in technical aptitude, leading business teams to deliver integrated, multi-screen experiences across all digital avenues including web, smartphone, tablet and television. Excel in rapid prototyping and UI specification documentation. Have driven two patent applications for user interactivity. Most recently, led Kinetic Social in strengthening its social media advertising software platform.

## Experience

### Kinetic Social, Toronto, CANADA

2016 – 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. Significant product additions to the platform included:

- **Automated Weekly Client Reporting System**  
Replaced a time consuming, manual process of providing weekly campaign performance reports to clients. Result was an account manager's time saving of 2-4 hours per week per client, or an annual company savings of \$100,000.
- **Snapchat Partner Integration**  
Managed product specification and integration of Snapchat's advertising API, acting as the touch point between engineering, account management, campaign management, and Snapchat's product management team.

### Kinetic Social, Toronto, CANADA

2014 – 2016

#### Lead UI/UX Designer

Led design and experience including holistic strategy for user experience, and interactive prototyping of new features and software enhancements. Created several powerful additions including:

- **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

2007 – 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. Significant projects included:

- **TSN Xtra – Interactive TV**  
Spearheaded UI/UX design for Bell's flagship interactive TV app for Fibe TV and managed overseas development. Designed app such that it can be reused and monetised. Examples included deployment during the 2012 London Olympic Games and again as RDS Extra, the French counterpart to TSN Xtra. Recognised with a Bell Breakthrough Award, a company 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.

**Bell Canada, Toronto, CANADA**  
**Interactive Television User Interface Designer**

2004 – 2007

Designed enhanced television services including:

- **NFL Sunday Ticket Interactive**  
A value-added service for Sunday Ticket subscribers featuring real-time alerts for in-progress games events.
- **Bell Canadian Open Multi-Cam**  
A unique offering for the 2004 Bell Canadian Open golf tournament offering multiple camera views in addition to the main broadcast feed, as well as a live leader board, stats and course info.

**Kraft Canada Inc., Toronto, CANADA**  
**Senior Business Analyst**

1999-2004

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

- Coordinator for feature integration, performance and user acceptance testing.
- Technical and design lead for a content framework using XML for recipe mark up, and XSLT transformation for runtime presentation.
- 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**  
Given the breadth of information readily available in an IP connected world, this innovation automatically curates relevant information based on a one's television viewing choices. The information is then made available upon the press of the INFO key on the remote control. Examples of content presented include operator specific services 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**  
Despite the large sizes of modern TVs, the screen viewed from a typical distance can be a limiting medium for presenting hierarchical information. The limitless navigation model presents navigable content in a menu structure that does not limit the number of items in a given group and does not limit the number of 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.

- Mediaroom User Group Conference – Bell Canada Keynote Speaker (2012)
- Bell Canada Leadership Courses, Various (2003 – 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 Raspberry Pi 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 nearly 50 countries worldwide, with the aim 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.