

# Jeffrey A. Clarke

18 Clark Secor Place, Scarborough, Ontario M1C 3L3

Mobile: (416) 949-9627 Email: jeff@clarkey.ca Online Portfolio: clarkey.ca/portfolio

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## Summary

Accomplished new media leader, with a focus on user experience strategy and user interface design. Jeff possesses strong creative vision rooted in technical aptitude enabling him to lead business teams to deliver integrated, digital multi-screen experiences spanning web, smartphone, tablet, and television. Most recently, his leadership helped Bell Canada create an industry-leading, enhanced TV app, which Jeff presented to an international audience at the 2012 Mediarama User Group conference. He has driven two patent applications for user interactivity and has been instrumental in creating class-leading experiences across all digital avenues.

## Experience

### Bell Canada, Toronto, ON

#### Interactive UI/UX and Design Lead, 2007 – Present

Led UX strategy and UI design across the Bell Residential Services portfolio from concept through to execution. Evangelized 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 include:

- **TSN Xtra – Interactive TV**

Spearheaded UI/UX design for Bell's flagship interactive TV app for Fibe TV.

- Visionary behind the complete viewer experience
- Evangelized design concepts to senior leadership
- Prototyped user scenarios
- Managed overseas development of the UI
- Recognized with Bell Breakthrough Award

TSN Xtra is designed such that it can be reused and monetized. It has been skinned for deployment during the 2012 Olympic Games as the CTV Olympics App and again as RDS Extra, the French counterpart to TSN Xtra.

- **Bell TV App – Mobile**

Collaborated with Bell Mobility team to create experience for incremental feature updates.

- Designed and documented user experience for new features
- Presented design concepts to senior leadership
- Liaised between Bell Mobility and Bell Residential Services teams
- Attended QA sessions with development partner to manage UI development

The Bell TV App extends the viewer's home TV subscription, allowing access to live and on demand content matching the at-home channel lineup. It is deployed for iOS and Android devices.

- **Bell TV Online - Web (bell.ca/tvonline)**

Led UI/UX design for Canada's first online and on demand video portal extending a viewer's home TV service.

- Designed user experience for entire portal
- Managed review with Bell brand team
- Managed partner resources for development of the UI
- Provided front-end HTML templates
- Authored Photoshop scripts for ongoing management of production UI imagery

Bell TV Online was the first service in Canada to offer on demand streaming of premium content from providers such as The Movie Network and HBO Canada. Since its inception, the portal has grown to offer content from 26 popular TV channels, 45 music stations and a selection of music videos and playlists.

## **Bell Canada, Toronto, ON**

### **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 a live scoreboard and 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 leaderboard, stats and course info.

## **Kraft Canada Inc., Toronto, ON**

### **Senior Business Analyst, 1999-2004**

Managed ongoing technical upgrades and content refreshes for KraftCanada.com, Canada's leading recipe web site. Managed work across several advertising agencies and cross-border internal development teams in order to meet the requirements of the consumer relationship marketing (CRM) department. KraftCanada.com is a J2EE website running on IBM WebSphere interfacing with a Siebel repository for consumer data. It makes use of IBM Personalization Server to provide targeted messaging based on the attributes of a consumer's profile.

- Coordinator for feature integration, performance and user acceptance testing.
- Technical lead for the Interwoven version 6.0 content management system implementation.
- Technical and design lead for a content framework using XML for recipe markup, and XSLT transformation for runtime presentation.
- Migration lead for the IBM WebSphere and IBM Personalization Server upgrade from version 3.5 to 4.0.
- Interviewer, mentor and assessor for students participating in the Information Systems internship program.
- Technical lead for the KraftCanada.com redesign on IBM WebSphere.
- Project plan coordinator for the Siebel CRM integration with KraftCanada.com.
- Design lead for all UI upgrades and enhancements.
- Designer for consumer customizable and personalized components using IBM Personalization Server.

## **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, its main benefit being that a viewer may access the full suite of receiver features without interrupting the TV watching experience.

## **Education & Industry Involvement**

University of Waterloo, Bachelor of Arts

- 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)