

# Jeffrey A. Clarke

135 Bellefair Ave., Toronto, Ontario M4L 3V1

Mobile: (416) 949-9627 Email: jeff@clarkey.ca

Online Portfolio: clarkey.ca/portfolio

---

## 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 expertise led Kinetic Social in strengthening its social media advertising software platform. He has driven two patent applications for user interactivity and has been instrumental in creating class-leading experiences across all digital avenues.

## Experience

### **Kinetic Social, Toronto, ON**

#### **Senior Product Manager, 2016 – Present**

Focusing on conceptualizing and introducing new products and features for a proprietary social media advertising platform, employing a close working relationship with the technology, marketing, account management, and campaign management teams. Significant product additions to the platform include:

- **Automated Weekly Client Reporting System**  
Replaced a time consuming, manual process of providing weekly campaign performance reports to clients. Result is an account manager's time savings 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, ON**

#### **Lead UI/UX Designer, 2014 – 2016**

Lead the design and experience including holistic strategy for the user experience, and interactive prototyping of new features and software enhancements. Responsible for creating several powerful enhancements including:

- **Reporting Redesign and Automation**  
Introduced user flow for one-click automation of common report templates and prototyped a sophisticated table-builder UI for creation of custom reports
- **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, ON**

#### **Interactive UI/UX and Design Lead, 2007 – 2014**

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
  - 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 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 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 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.

- Coordinator for feature integration, performance and user acceptance testing.
- Technical and design lead for a content framework using XML for recipe markup, and XSLT transformation for runtime presentation.
- 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.

## **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

- 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)