

# Jeffrey A. Clarke

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Accomplished design leader, product designer and creative technologist 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 provide UX design and advanced prototyping services through my own company Clarkey Design to companies all over the world.

## Experience

### Clarkey Design, Toronto, CANADA Owner and CEO

2023 – Present

Providing UX design and advanced prototyping services to global customers. Notable contracts include:

- **Samsung Electronics of America (USA)**  
Advanced prototyping using ProtoPie for Samsung TV Plus (TV and Mobile UI), Samsung Gaming Hub (TV UI), Tizen platform OS (TV UI), and Samsung Weather App (Mobile UI).
- **EverOne Health (USA)**  
UX design for Hey Remy, a self-serve sales portal for GLP-1 weight-loss medication (Web / Mobile UI).
- **Papercurve (CANADA)**  
UX design consulting for an online legal document management system (Web / Mobile UI).

### ProtoPie, Seoul, SOUTH KOREA (Remote) Master Prototyper and Customer Learning Manager

2022 – 2024

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 Lead UX Designer, Group Sky

2018 – 2021

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

- **Prototyping Lead for Sky Glass Initiative**  
Advanced TV UI prototyping using ProtoPie and JS code for Sky's initiative to bring a TV to market with Sky's TV service built in. Features extensive voice prototyping capabilities.
- **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.
- **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**  
**Senior Product Manager and Head of UX**

**2014 – 2017**

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**  
**Interactive UI/UX and Design Lead**

**2004 – 2014**

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

- TSN Xtra – Interactive TV
- Bell Mobile TV App – iOS, Android, Blackberry
- Interactive TV Sports Services

**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.

- 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.
- Technical and design lead for all UI upgrades, enhancements and user acceptance testing.

**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)
- 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.