

# Patrick C. Clarke

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CONTACT

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My passion is to communicate complex information through visual, interactive, and oral means. I previously studied economics, where I was exposed to a world of ideas and information that I found difficult to explain in words alone. To achieve more intuitive and interactive ways of communicating I now focus on design, technology, and the way we use them.

## SKILLS

**Design** Graphic Design, Information Design, and User Experience Design

**Communication** Public Speaking, Writing, Editing

**Programming** C, C++, Max/MSP, Processing, Java, HTML, CSS

**Usability** Heuristic Evaluations, User Testing, Methodology

## WORK EXPERIENCE

**Learner Services Assistant** BCcampus, Summer – Fall 2012

### Context

- Followed development of upgrade to SFU application form on ApplyBC.ca
- Development followed by user test to set baseline for next form upgrades

### Responsibilities

- Created click-through wireframe prototypes in Balsamiq mockups
- Built HTML and CSS front-end of SFU application upgrade on ApplyBC.ca
- Wrote test plan in detail and updated it after performing rehearsals
- Designed and wrote report showing exactly what usability issues were found

### Results

- ApplyBC SFU launched smoothly on first day
- Application forms were called “elegant” by SFU
- User test report will guide next ApplyBC upgrade

**Content Intern** BroadbandTV Corp, Spring 2011

### Context

- BroadbandTV monetizes online content through profit-sharing contracts
- Established contracts with music labels to take control of copyrighted media

### Responsibilities

- Used YouTube Content Management System to find copyrighted media
- Compiled findings into reports, submitted to existing and potential clients
- Scouted potential bands for “Viso Music” channel

### Results

- Report led to a contract with a major music label
- Awarded a bonus by employers for through work

## HISTORY

*BCcampus, Summer – Fall 2012*  
*BroadbandTV, Spring 2011*  
*Aviall, Summer 2008*  
*Real Canadian Superstore,*  
*2004 – 2007*

# COURSE PROJECTS

## **Hexboards** Interaction Design Methods, Spring 2012

### Context

- Team project to design a product for a local community group
- Required to try a variety of research, ideation, and evaluation methods
- Worked with local chapter of Engineers Without Borders

### Responsibilities

- Performed research using cultural probes and group interviews with chapter
- Designed posters to communicate findings and project plan
- Developed "Hexboards", portable whiteboard pieces to facilitate meetings
- Conducted workshop and user test to refine Hexboard design

### Results

- Chapter intends to use Hexboards in meetings
- Called a creative and original solution by lecturer

## **Pavilion of Light** Spatial Design, Fall 2011

### Context

- Final project was to design a structure in Myrtle Edwards Park, Seattle
- Evaluated on architectural concepts, quality of 3d model and graphic design
- Team project with 2 other students

### Responsibilities

- Acted as team leader by guiding design and organizing team schedule
- Took over modeler's role when they fell sick and produced final renders
- Researched architectural design to find creative approaches to project
- Led speaking during presentation (as was the case throughout the course)

### Results

- Lecturer named it "most original concept in class"
- Noted for effective presentations and infographics

# LEADERSHIP

## **Club President** Burnaby Mountain Toastmasters, 2008 – 2010

### Context

- Toastmasters teaches public speaking through practice and peer education
- Few students at SFU knew about the club, despite meetings held on campus

### Responsibilities

- Organized, delegated, and motivated executive team
- Mentored and assisted members' growth as public speakers and leaders
- Created regular events to challenge members and promote club

### Results

- Grew membership from 10 to 30 people
- Members made steady progress to certificates

## EDUCATION

*BSc School of Interactive  
Arts + Technology  
Simon Fraser University*

*BA Economics, 2010  
Simon Fraser University*

## VOLUNTEER SUMMARY

*Stimulight Toastmasters, 2012  
RONA MS Bike Tour, 2011  
Canadian Liver Foundation, 2011  
SFU Leadership Summit, 2011  
SFU Residence Training, 2010  
Economics Book Club, 2009*