

HAL RUCKER

EXECUTIVE WITH A FOCUS ON USER EXPERIENCE, DESIGN AND INNOVATION

Founded three companies: Two self-financed and one backed by venture capitalists. Created an animated film that was curated at the Museum of Modern Art in New York. Design and fabricate large remote control BattleBots just for the fun of it.

An accomplished product design engineer with an enduring passion for coordinating exceptional technical and creative teams to transform good ideas into products that please customers, board members and investors.

NEUMA INNOVATIONS

Founder | President

{Present}

Invented, designed and patented three medical products and business methods.

Neuma digitally tailored masks are custom 3D printed for people who use CPAP machines to treat obstructive sleep apnea.

The Neuma SpeakEasy is a CPAP hose attachment that enables users to talk while wearing their CPAP mask.

The Neuma central line clamp deters and detects PICC line abuse by illegal drug users.

PEERPRESSURE

Founder | President

{3 years}

PeerPressure is a social marketing platform powered by the energy of achieving personal goals. The mobile app uses email, Facebook and Twitter to build a virtual support group that cheers you on when you're doing well and guides you to the finish line when you get off track. Based on the goal progress data submitted daily by the user, the PeerPressure Server generates and publishes highly targeted ads, promotions, coupons and sponsorships.

Developed the concept, user experience and marketing strategy. Hired and managed the engineering team to implement and test the mobile app and server software.

SMALLTOWN

Founder | CEO

{6 years}

Smalltown is a network of local community websites that features reviews, discussion threads, social recommendations and universal business listings called Webcards. Webcards are small multimedia websites embedded into other online destinations, such as business directories. Changes by businesses to their Webcards are manifested everywhere the Webcards appear.

Founded the company in 2004, raised \$3M Series A and guided the team to revenue generation in 11 months. Spearheaded the sale of Smalltown to Cisco Systems.

LASZLO SYSTEMS

Senior Vice President | Professional Services

{2 years}

Managed team of designers and engineers chartered with developing next-generation rich Internet applications built using Laszlo's technology platform. Also responsible for client acquisition and business development, including professional service engagements with Yahoo! Ebay, EarthLink and Travelocity.

EXCITE@HOME

Senior Vice President | Product Design

{2 years}

Excite@Home purchased **Rucker Design Group** to bring the team's design talents in-house. As part of the acquisition, I became SVP of Excite Studios, the product development team at Excite. The large group of designers and engineers created innovative Internet-based applications that showcased Excite's content and @Home's broadband connectivity.

RUCKER DESIGN GROUP

Founder | President

{11 years}

Rucker Design Group began with a focus on branding, packaging and illustration. The agency then developed an expertise in user experience, information architecture and product design.

RDG was fortunate to play a role in the development of many exciting products, including: **Final Cut Pro** (Apple's professional video editor) **Connectix QuickCam** (the first commercially successful webcam) **iMovie** (Apple's video editing tool for the rest of us) **Hotmail** (The world's first html email service) **WebTV** (Internet service without a computer) **Xerox Parc PlaceWare** (The first Web-based online meeting website) **Fractal Design Painter** (Natural media software for digital artists) and **Ariba** (The first JAVA app for corporate procurement).

IDEO

Freelance Product Designer

{3 years}

Mechanical engineer working on a variety of consumer and industrial products, including the GO pen-based computer and the NeXT Cube.

MANIC DENIAL

Filmmaker | Animator

{3 years}

Wrote and animated "Manic Denial" - a short film consisting of over 6,000 4 ft x 6 ft hand-painted glass panels. The film was selected for The Sundance Film Festival, appeared on National Public Television, won a first place Golden Gate Award at the San Francisco International Film Festival, and was part of an installation at NY MOMA.

EDUCATION

Stanford University BS & MS, Mechanical Engineering | Product Design

PATENTS

Display screen with graphical user interface:

Patents D678308, D678307, D678320, D678894, D682294, D682854, D682864

Insulated drug supply pouch: Patent 5135144

Liquid container: Patent 4544077

Face mask: Patent pending

Air valve: Patent pending

Central line clamp: Patent pending

CONTACT

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