

## HAL RUCKER

### EXECUTIVE WITH FOCUS ON USER EXPERIENCE, ENGINEERING AND DESIGN

- Founder of three successful companies: Two self-financed and one backed by venture capital.
- Inventor and owner of multiple patents.
- Designer and fabricator of remote controlled robots for the popular TV show **BattleBots**.

### PORTFOLIO

[www.halrucker.com](http://www.halrucker.com)

### NEUMA INNOVATIONS

Founder | President

*{Present}*

Invented, designed and monetized the **Neuma Central Line Protection Clamp**, a simple anti-tampering device engineered to deter and detect central line abuse by intravenous drug using patients who self-inject illicit drugs into their lines. The Neuma Clamp prevents flow through the line, alerts care givers when the patient tampers with their line, and serves as evidence to avoid costly CLABSI reports. **Neuma Clamps are distributed by Alliance Medical.**

### (RADAR) KITCHEN

Founder | President

*{2 years}*

Set out to re-invent the fast food restaurant space from the ground up using human-centered design principles, including data-informed menu development, architectural design, GPS technology, and flexible user interfaces based on a membership model. **(RADAR) Kitchen** was a little too early to be embraced by investors, but today many of the innovations in the original business plan are now important features of companies thriving in the industry.

### PEERPRESSURE

Founder | President

*{3 years}*

**PeerPressure** is a social marketing platform powered by the energy of achieving personal goals. The mobile app uses email and social media to create 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 the user, the PeerPressure Server generates and publishes highly targeted ads, promotions, coupons and sponsorships.

Developed the product concept, user experience and business model. 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, raised a \$4M 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. **Rucker Design Group was purchased by Excite@Home.**

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**

*{4 years}*

Wrote and animated "Manic Denial" - a short film consisting of over 6,000 4 ft x 6 ft hand-painted 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**

<https://patents.justia.com/inventor/hal-rucker>