

## HAL RUCKER

Eclectic product design pioneer and technology entrepreneur with a legacy of launching successful products and services, leveraging human-centered design, market insight, and cross-functional team leadership.

### PRESIDENT

#### Neuma Innovations

2010 – Present

Founded incubator with the mission of creating compelling wellness devices and software.

- **Neuma Central Line Protection Clamp:** Invented, designed, and monetized a simple medical device to deter and detect central line abuse by intravenous drug-using patients. The clamp reduces illicit drug overdoses, central line contamination, and CLABSI events. Brought Neuma Clamp to market, selling 100k units within two years by establishing a strong presence at trade shows and marketing the value proposition online.
- **Neuma Central Line Disinfecting Cap:** The first disinfecting cap that is truly single-use, thus guaranteeing caregiver compliance. The device is patented and currently in the FDA approval process, staged to be introduced to the \$800M central line cap marketplace.
- **PeerPressure Mobile App:** A social marketing platform that motivates users to achieve personal goals. Funded, hired, and managed the engineering team to develop the mobile app and backend systems, earning 30k users and 4+ stars in the App Store in less than one year.

### TECHNOLOGY AND DESIGN LEAD

#### BattleBots

2022 – 2023

Led 12 independent engineering teams to design and fabricate remote-controlled robots for “BattleBots Destruct-A-Thon”, an ongoing live show at the BattleBots Arena in Las Vegas. Fabricated 60 total 250-pound robots optimized for entertainment value and ease of repair. Project was completed under budget, and deliverables arrived on schedule for the premiere.

Researched, tested, and documented a standardized robotics component library for all teams, selecting each item based on resiliency of supply chain, ease of repair, performance, and affordability. Achieved buy-in through consensus building and coaching past obstacles.

### BATTLEBOTS COMPETITOR

#### DUCK!

2012 – 2021

Designer, fabricator, and captain of DUCK!, a 250-pound fan-favorite on the Discovery Channel TV show *BattleBots*. Incorporated fun animatronics to increase audience appeal. Collaborated with the HexBug toy company engineering team to develop a radio controlled DUCK! toy based on my licensed design; optimizing features, behaviors, and manufacturing costs.

## **CEO AND FOUNDER**

### **Smalltown**

2004 – 2010

*Acquired by Cisco Systems*

Founded the company, raised a \$4M Series A based on a unique local advertising franchise model, guided the team to revenue generation in 11 months, and launched a profitable proof-of-viability franchise region in the Bay Area. Orchestrated the sale of Smalltown to Cisco Systems, working post-acquisition as the Head of User Experience for Cisco Umi telepresence.

Led the 12-person company to invent and deliver a proprietary Google-indexable “No Code” *Webcard* advertising platform for small businesses, featuring video, social recommendations, sharable reviews, discussion threads, couponing, and scheduling.

## **SENIOR VICE PRESIDENT, PROFESSIONAL SERVICES**

### **Laszlo Systems**

2002 – 2004

Managed team of designers and engineers chartered with developing state-of-the-art rich Internet applications for Fortune 500 clients built using Laszlo’s new technology platform. Responsible for client acquisition and business development, including professional services engagements with Yahoo!, eBay, and Travelocity.

## **SENIOR VICE PRESIDENT, NEW PRODUCT DEVELOPMENT**

### **Excite@Home**

2000 – 2002

Excite@Home purchased Rucker Design Group. As part of the acquisition, I became SVP of Excite Studios, the new product development team at Excite. The large group of designers and engineers I managed created innovative Internet-based applications that showcased Excite’s content delivered via @Home’s broadband connectivity.

## **PRESIDENT AND FOUNDER**

### **Rucker Design Group (aka RDG)**

1989 – 2000

*Acquired by Excite@Home*

RDG originated with a focus on branding, packaging, and illustration. The agency then developed 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).

## **PRODUCT DESIGN ENGINEER**

### **IDEO**

1984 – 1989

Mechanical engineer working on various consumer and industrial products, including the NeXT Cube for Steve Jobs. Helped develop, refine, and implement human-centric design methodologies that later became foundational principles of modern project management.

## **FILMMAKER**

### ***Manic Denial***

1984 – 1989

Wrote and animated *Manic Denial* - a short film comprised 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 the New York Museum of Modern Art.

## **PATENTS**

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

Single-Use Cap	10842986
Tamper Resistant Clamp	10688297
Tamper Resistant Clamp	10173018
Airflow Control for Pressurized Air Delivery	9839761
Display Screen with Graphical User Interface	D678307
Display Screen with Graphical User Interface	D678308
Display Screen with Graphical User Interface	D678320
Insulated Drug Supply Pouch	5135144
Liquid Container	4544077

## **EDUCATION**

### **Stanford University**

BS Mechanical Engineering

### **Stanford University**

MS Product Design

## **PORTFOLIO**

<https://www.halrucker.com>

## **SKILLS**

QuickBooks, Excel, Photoshop, Illustrator, InDesign, Keynote, PowerPoint, Final Cut Pro, Solidworks CAD, Arduino, vertical mill, lathe, router, laser cutter, hand tools, and 3D printing.

Product design, mechanical engineering, graphic design, design for manufacturing, client services, video production, information design, budgeting, scheduling, *and getting stuff done.*