

## 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**.

### 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 unwanted flow through the line, alerts caregivers when the patient tampers with their line and acts as evidence to avoid costly CLABSI reports. **Alliance Medical distributes Neuma Clamps.**

### GIANT NUT PRODUCTIONS

#### Senior Project Manager

{9 month freelance project}

Managed 12 engineering teams across the US to design and fabricate 60 remote-controlled 250-pound robots that perform in the BattleBots Live show presently running in a permanent Las Vegas venue. The show launched on time and budget with excellent reviews.

### (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 our 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 by 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 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}

Worked on a variety of consumer and enterprise products, including the NeXT magnesium cube.

## **MANIC DENIAL**

**Filmmaker | Animator**

{4 years}

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 NY MOMA.

## **EDUCATION**

**Stanford University**

BS, Mechanical Engineering

**Stanford University**

MS, Product Design

## **CONTACT**

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## **PATENTS**

**Single-Use Cap**

Patent number: 10842986

Type: Grant

Filed: July 31, 2017

Date of Patent: November 24, 2020

Inventor: Hal Rucker

**Tamper Resistant Clamp**

Patent number: 10688297

Type: Grant

Filed: October 11, 2018

Date of Patent: June 23, 2020

Inventor: Hal Rucker

**Tamper Resistant Clamp**

Patent number: 10173018

Type: Grant

Filed: August 31, 2015

Date of Patent: January 8, 2019

Inventor: Hal Rucker

**Airflow Control for Pressurized Air Delivery**

Patent number: 9839761

Type: Grant

Filed: June 24, 2014

Date of Patent: December 12, 2017

Inventor: Hal Rucker

**Liquid Container**

Patent number: 4544077

Type: Grant

Filed: December 17, 1984

Date of Patent: October 1, 1985

Inventor: Hal Rucker

**Insulated Drug Supply Pouch**

Patent number: 5135144

Type: Grant

Filed: August 29, 1990

Date of Patent: August 4, 1992

Assignee: Eli Lilly and Company

Inventors: David C. Blakely, Hal Rucker

**Display Screen with Graphical User Interface**

Patent number: D678307

Type: Grant

Filed: December 16, 2010

Date of Patent: March 19, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display Screen with Graphical User Interface**

Patent number: D678308

Type: Grant

Filed: December 16, 2010

Date of Patent: March 19, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display Screen with Graphical User Interface**

Patent number: D678320

Type: Grant

Filed: December 16, 2010

Date of Patent: March 19, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display screen with graphical user interface**

Patent number: D678894

Type: Grant

Filed: December 16, 2010

Date of Patent: March 26, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display Screen with Graphical User Interface**

Patent number: D682294

Type: Grant

Filed: December 16, 2010

Date of Patent: May 14, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display Screen with Graphical User Interface**

Patent number: D682854

Type: Grant

Filed: December 16, 2010

Date of Patent: May 21, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea

**Display Screen with Graphical User Interface**

Patent number: D682864

Type: Grant

Filed: December 16, 2010

Date of Patent: May 21, 2013

Assignee: Cisco Technology, Inc.

Inventors: John M. Kanalakakis, Jr., Beate Fritsch, Hal Rucker, Peter D. Andrea