

## **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 robots for the TV show BattleBots.

A veteran entrepreneur who has an enduring passion for coordinating exceptional technical and creative teams to transform good ideas into profitable products that please customers, board members and investors.

### **NEUMA INNOVATIONS**

**Founder | President**

*2015 - Present*

Invented, designed and patented 3 medical products: A custom-tailored 3D printed CPAP mask, a central line clamp that deters and detects abuse by drug-abusing patients, and a pneumatic hose that has an integrated valve to stop airflow so the patient can speak clearly.

### **(RADAR) KITCHEN**

**Founder | President**

*{2 years}*

Set out to re-invent the fast food restaurant space literally from the ground up using human-centered design principles, including menu development, architectural design, GPS technology, and data-driven flexible interfaces based on a membership model. (RADAR) Kitchen was a classic self-funded startup that was just a little too early, and after a couple years of development, I moved on to other interests due to lack of outside funding.

### **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**

*{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

## **CONTACT**

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