



**CEO & CPO**  
2015- Present



**CEO & Head of Products**  
2009-2015



**CEO & Head of Product**  
2008-2010



**Product Lead & UI/UX Lead**  
2006-2009



**Head of Platform, VIPER**  
**Product Lead, AXIS**  
2003-2006



**CTO & Head of Product**  
2001-2003



**Product Developer**  
1997-2000 (Summers)

## Jeff Carpenter

Austin, TX  
 (512) 773-6313  
 jeff.s.carpenter13@gmail.com



**B.S. Computer Science**  
Trinity University



**M.S. Computer Science**  
Colorado State University



**Guest Lecturer, Data Visualization**  
The University of Texas at Austin



**Guest Lecturer, Human Computer Interaction**  
St. Edwards University



**US Patent No. 6704000**  
Remote computer operation via optical device

Over 20 years' experience creating and launching innovative software products for desktop, web, tablet, mobile, and cloud, defining the company's product vision & strategy, executing product development and working directly with high performance, multi-functional teams from all business areas to drive product adoption and company growth.

Created products which generated revenue of over

**\$40M**

Ran teams as small as 2 people and up to

**50 ppl**

Raised capital investment totaling

**\$13M**

Bootstrapped companies from the ground up

**5**

Entrepreneurial, self-motivated, a strong collaborator, data driven & analytical while extremely creative, I work directly with customers, engineers, product managers, sales, R&D, marketing, finance, board members & investors to design, develop, optimize, evangelize, evolve, promote, and drive all aspects of the product life cycle.

**I speak Customer. I speak Technology.  
I translate and bridge the two to create compelling solutions that disrupt the status quo.**

### Hands-On Experience with Every Phase of the Product Life Cycle

Market Analysis  
Customer Interviews  
Requirements Definition  
Business Case Creation  
ROI Definition  
Competitor Analysis  
Feature Analysis  
Market Differentiators  
Ideation > Prototype > MVP

Rapid Experimentation  
A/B Testing  
Beta Customer Piloting  
Go-to-Market Strategy  
Pricing Model Development  
Packaging & Configuration  
Product Launch  
Business Development  
Channel Development  
Reseller Onboarding

Tech Partner Strategy  
Champion & Evangelize  
Technology Roadmap  
Agile Product Development  
Mentoring Teams  
Strategic vs. Practical  
Metrics (LTV, CAC, Churn)  
KPIs & Data Driven Results  
Margins Analysis  
Revenue Projections

### Product Focus Experience

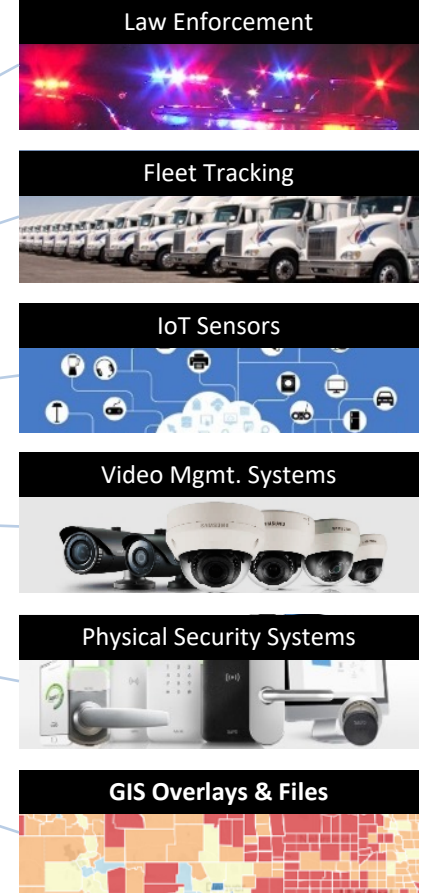
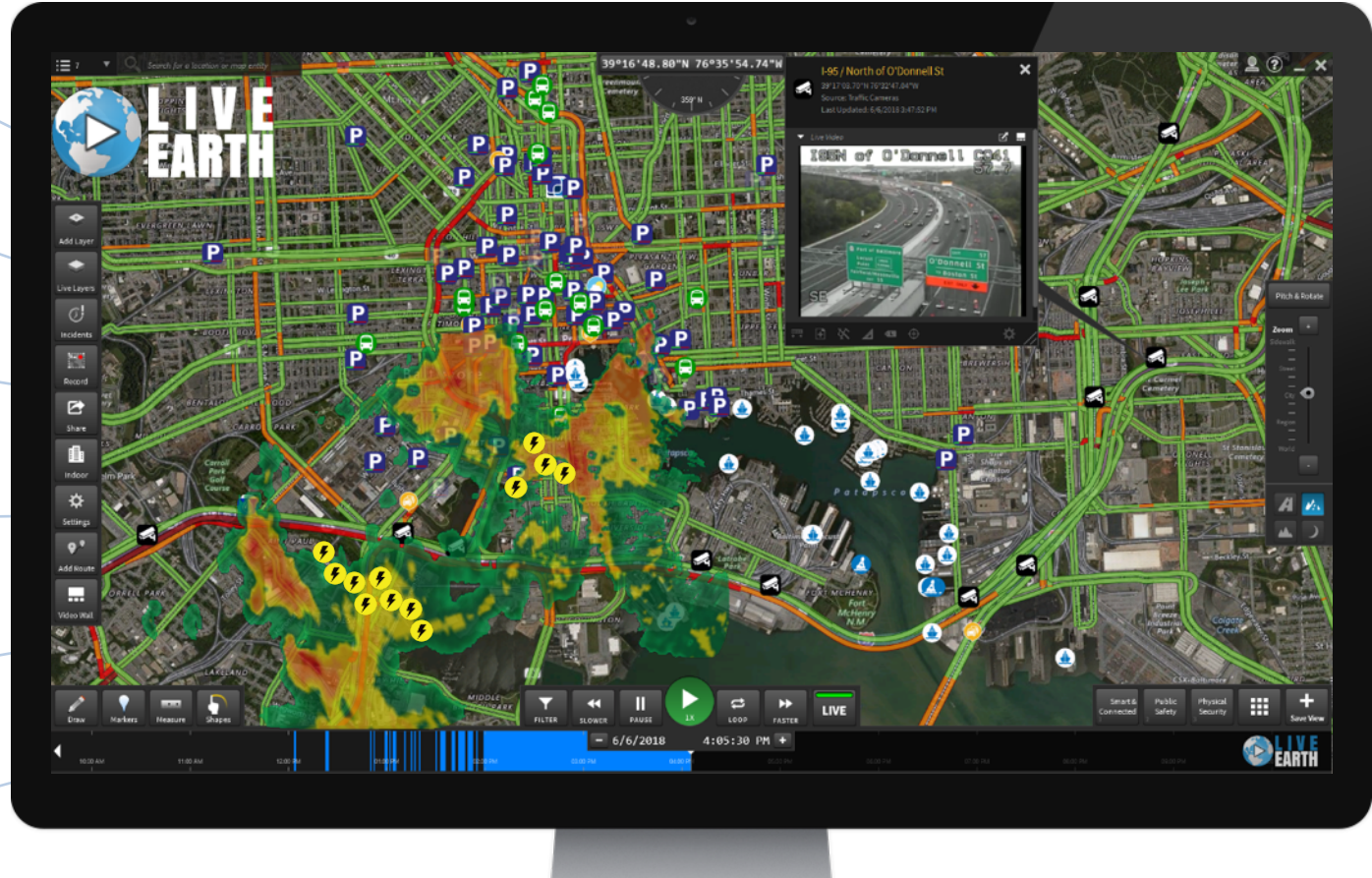
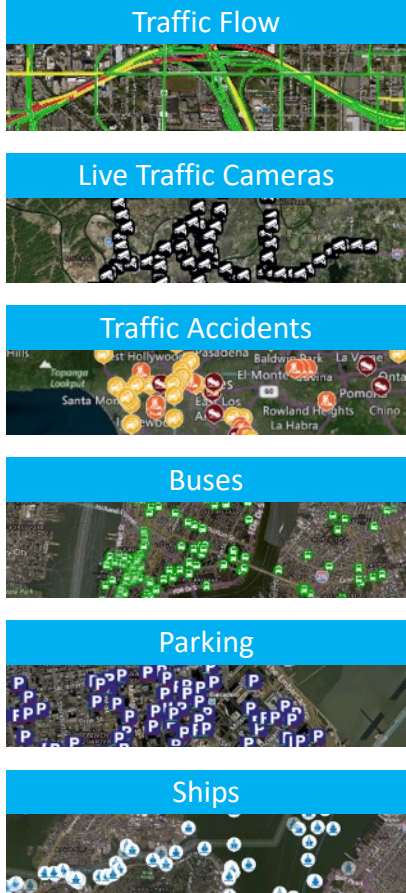
Business Intelligence  
Geospatial  
Data Visualization  
UI / UX  
Social Media

Information Management  
Sensor Management  
Computer Vision  
Drones  
Internet of Things (IoT)

Desktop  
Tablet  
Web  
Mobile  
Cloud

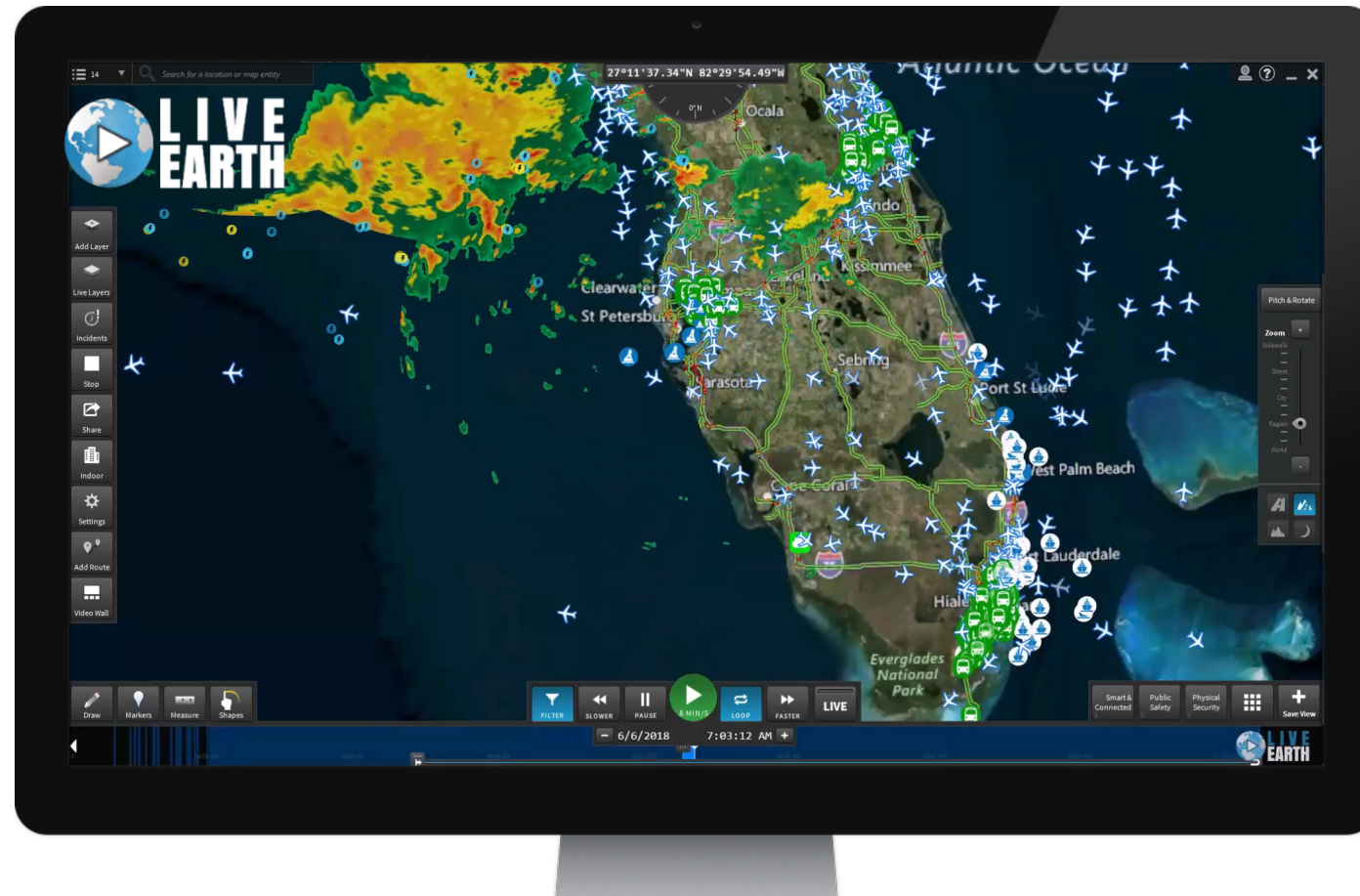


**LIVE**  
**EARTH**

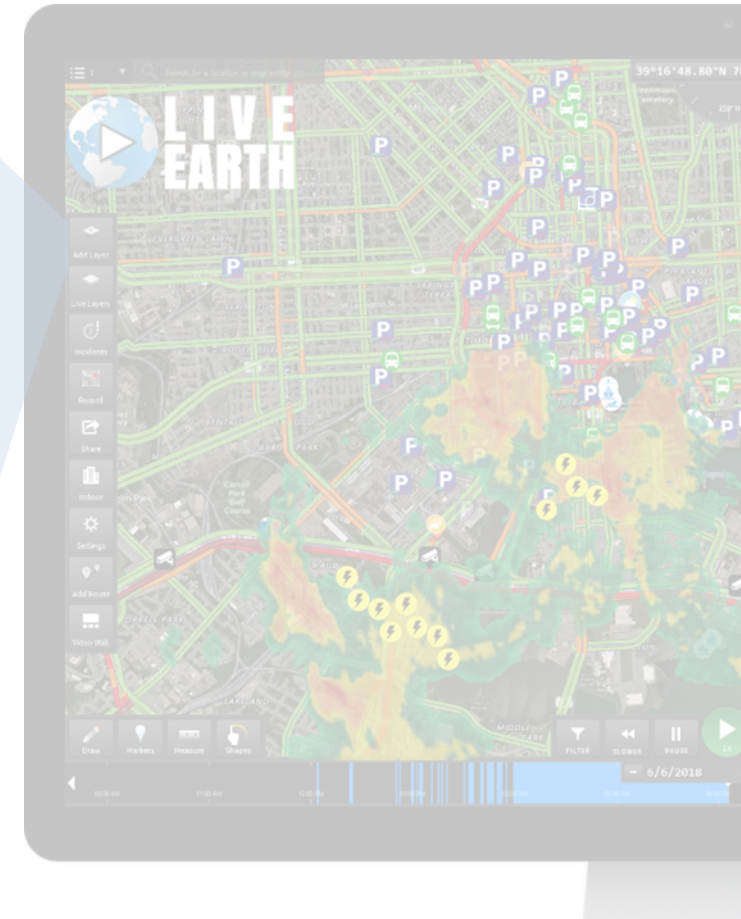
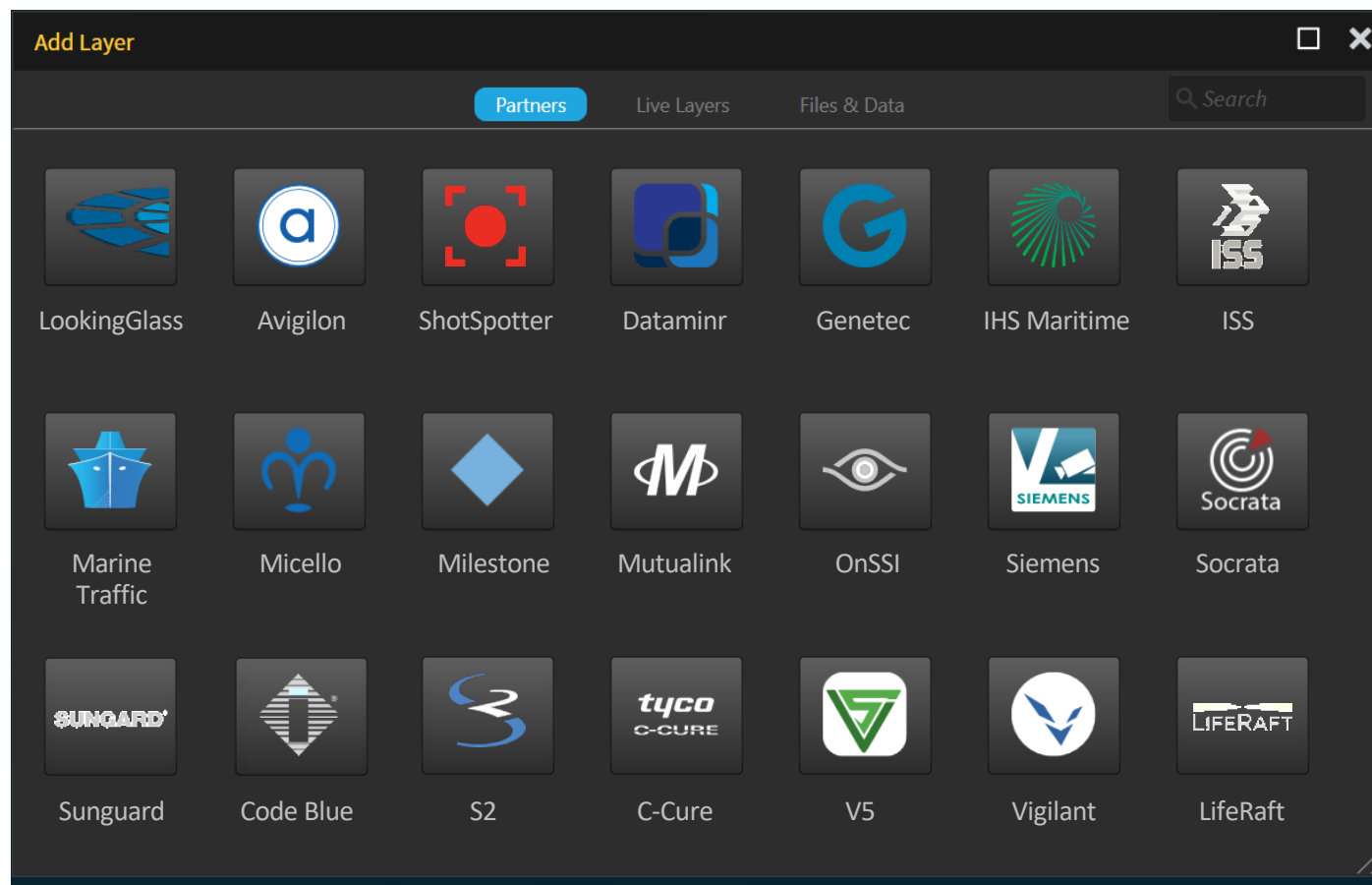


Connect your systems, sensors, vehicles and video  
in a single mapping platform  
to proactively manage risks  
before they threaten your operations





Real-Time Data Visualization  
from Multiple Sources  
on a Single Pane of Glass



Connect To & Visualize  
alerts, video and real-time info  
from Market Leading Systems.

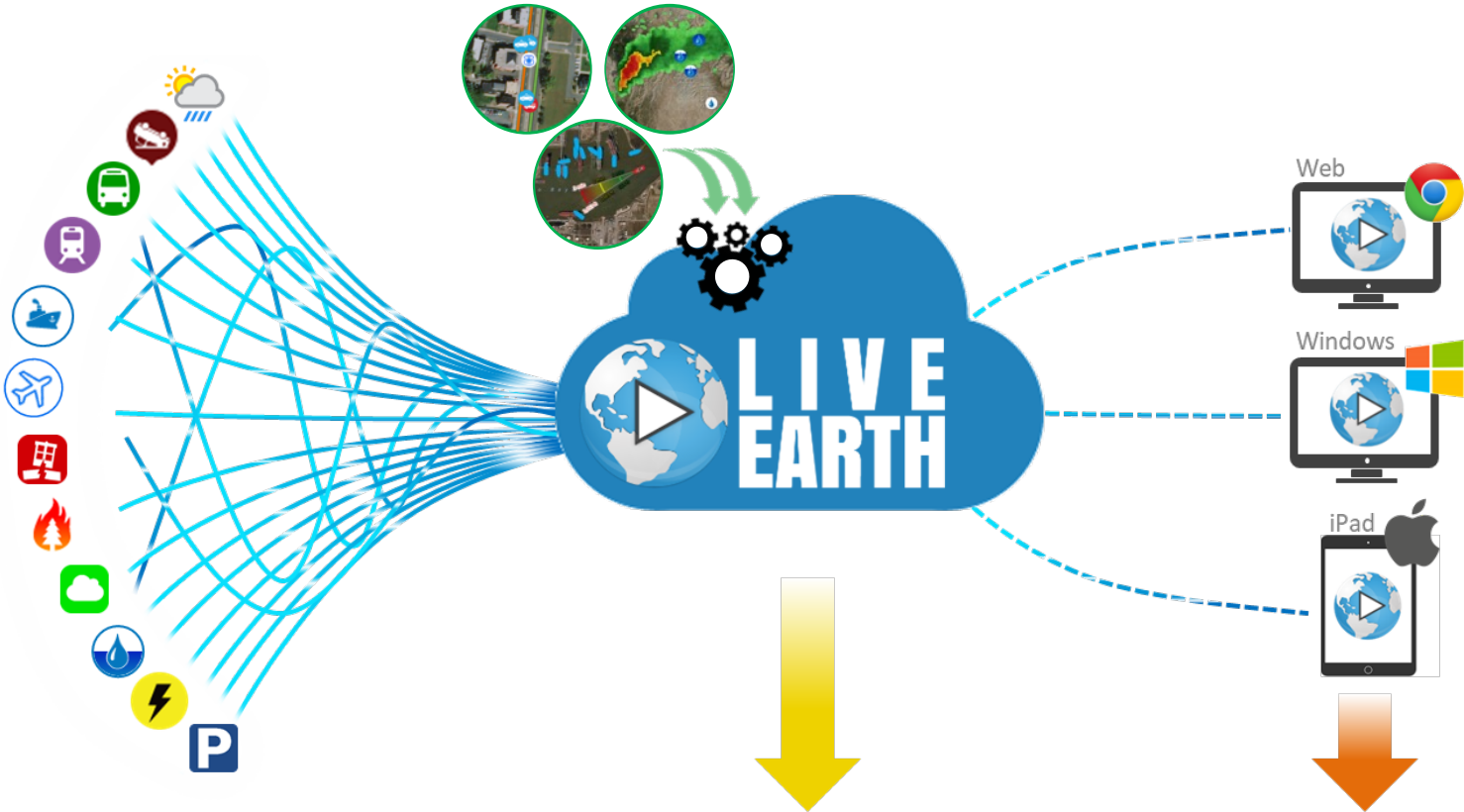
# Platform Overview

⚡ Live Data Streams

🔒 Secure Cloud Archive

👁 Multi-Platform Viewers

📄 Static GIS Overlays



⚠ Real-Time Alerts

📄 Publish



# Integrators, Partners & Resellers







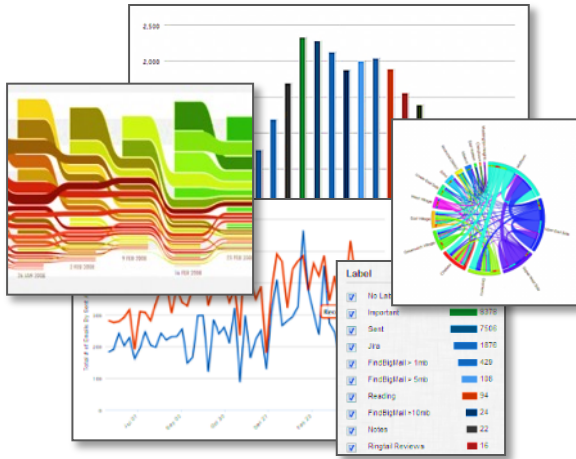
# LIVE EARTH

## Live Earth

### CEO & CPO

- Founded & Bootstrapped the Company
- Negotiated IP Rights from the U.S. Gov't
- Led Engineering Team
- Developed an MVP
- Acquired Pilot Customers
- Raised Initial Round of Capital
- Created Product Vision & Roadmap
- Served as UI/UX Lead
- Created Key Technical Partnerships
- Designed & Developed All Marketing Materials  
(Branding, Website, Brochures, Landing Pages, Video Production, Email Campaigns, & More)
- Determined SaaS Pricing Model(s)
- Closed deals with 10 Initial Customers  
(Police Depts, Fire Depts, Cities, Counties, Major Banks)
- Provided Customer Success & Support
- Developed the Go-To-Market Strategy
- Executed the Product Vision & Roadmap
- Created a Multi-Industry Platform
- Secured 20+ Technology Partners
- Hired VPs of Sales, Engineering, BD & Marketing
- Signed Resellers & Channel Partners
- Developed Onboarding & Training Materials
- Trained Salespeople, Resellers, Channel Partners
- Grew from 8 to 22 People
- Created an Ecosystem of 40+ Resellers
- Raised Second Round of Capital

**Ringtail**  
**DESIGN**



## Big Data Viz

Create intuitive and informative dashboards and analytics from cloud based, large data stores.



## Multi-Touch

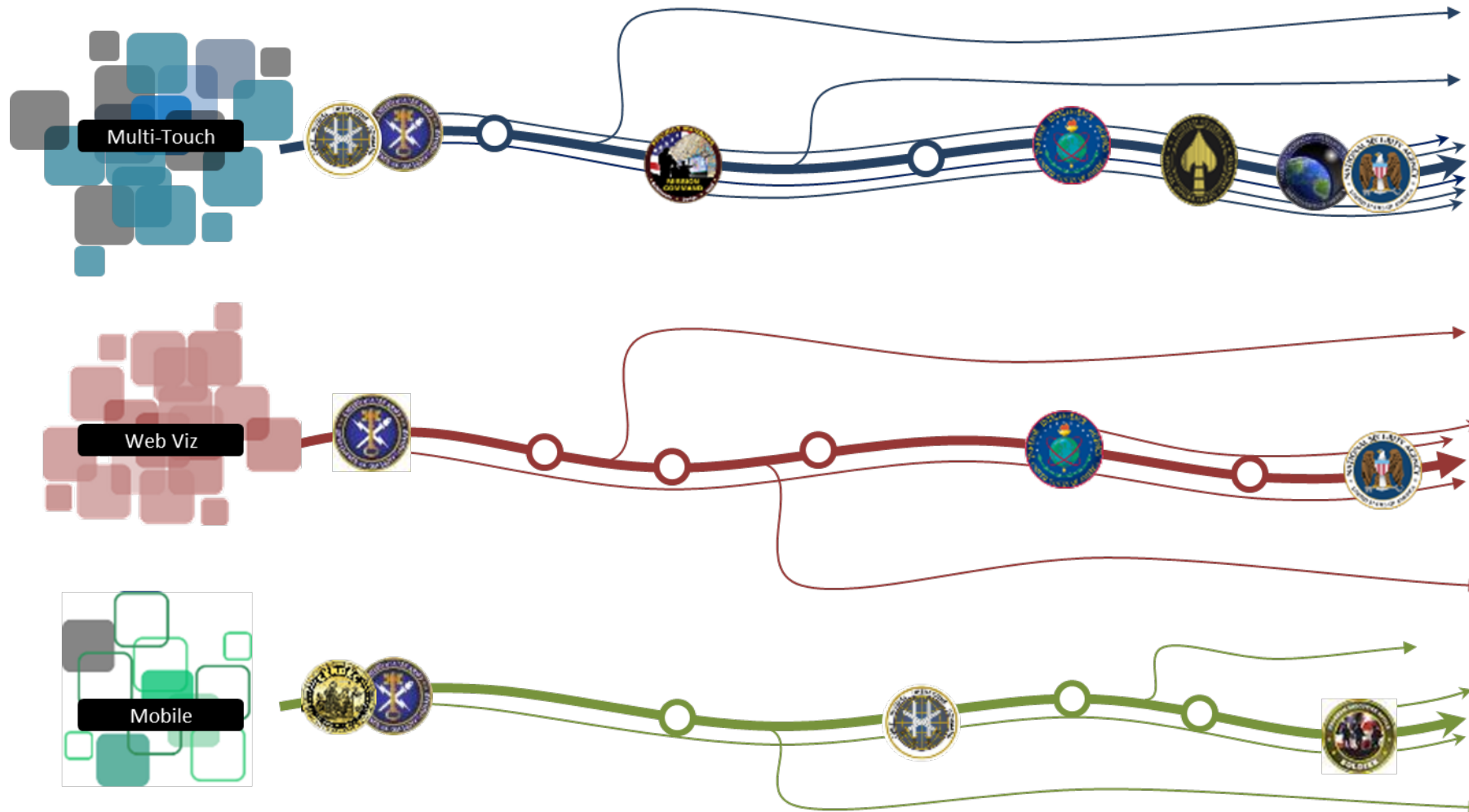
Touch and gesture based applications that bring raw data to life and create engaging, collaborative environments.



## Mobile

Simple yet powerful apps for data collection and enhanced decision making while on the move.

# Software Ecosystems







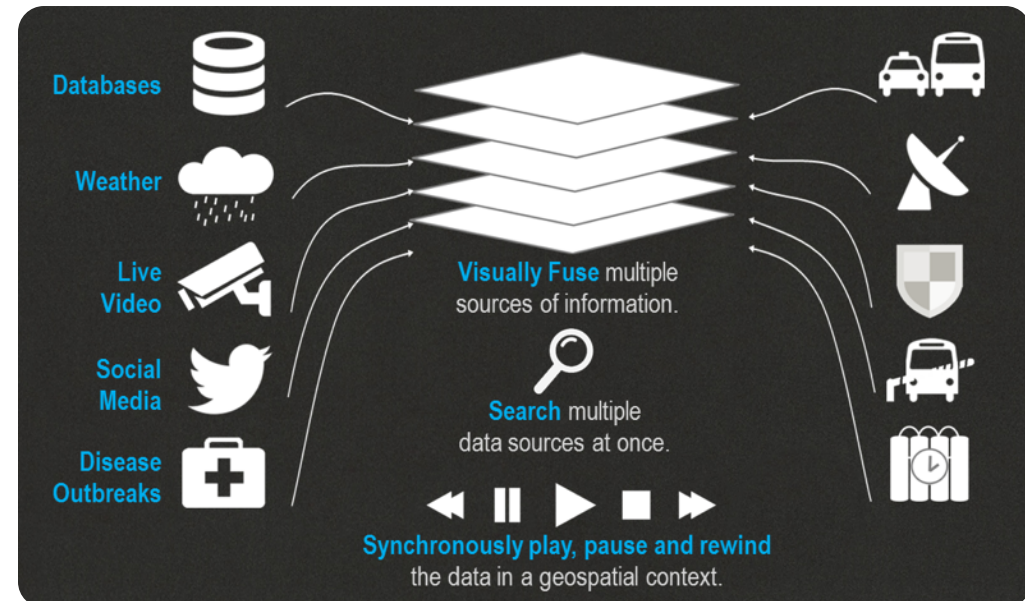
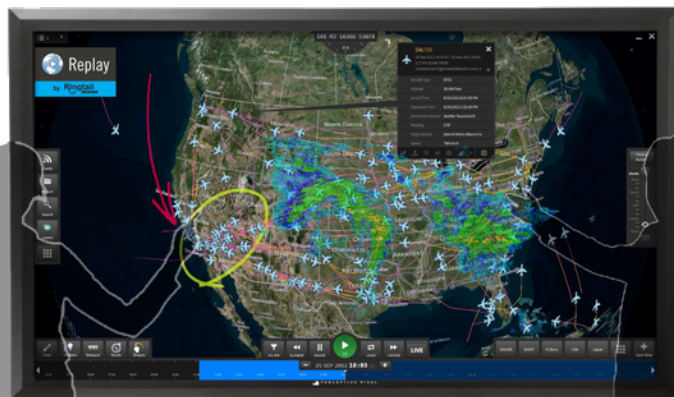
A “Geo-Temporal DVR” for monitoring multiple live feeds, performing in-mission monitoring, post-mission analysis, playback & AARs. Deployed on large touch screens for enhanced situational awareness.

## Touch-Friendly Operational Picture

- Windows Touchscreen App
- Multi-INT Feeds
- DVR Controls

## Designed to

- Provide Single Fused Picture
- Zero-Training User Interface
- Leverages existing data stores
- Interoperable with existing systems





Visual discovery of patterns & trends. Interactive charts, automatically created from raw data. Intuitive drill down and data exploration through filters and pivot controls.

## Intuitive Visual Discovery

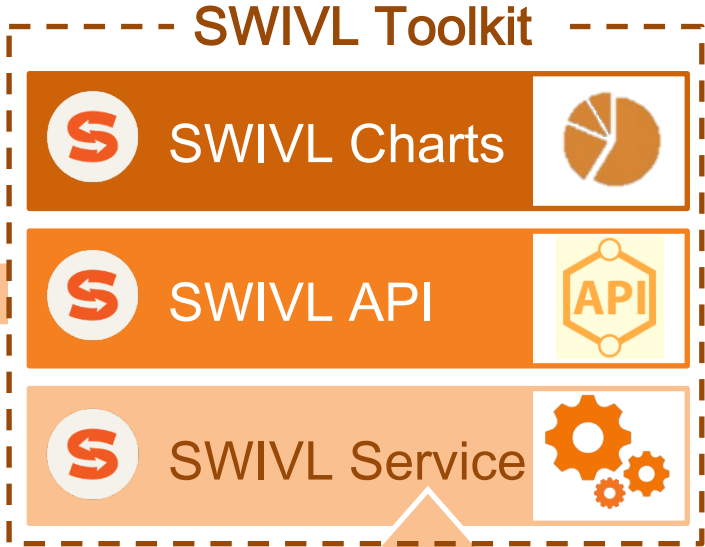
- Web based Applications
- Data Agnostic
- Filters & Drill Down

## Designed to

- Deliver "Stumble Upon" Analytics
- Zero-Training User Interface
- Leverages existing data stores
- Toolkit for Custom Integration



Interactive Dashboards



Country	City	Visitors	Rentals
United Kingdom	London	31,733	81,077
United States	New York	9,451	8,591
United Kingdom	Manchester	6,395	7,797
India	New Delhi	3,879	5,435
United Kingdom	Southampton	3,368	5,303
United Kingdom	Birmingham	5,144	4,869
Australia	Sydney	3,616	4,679
United States	Chicago	7,974	4,114
United States	San Francisco	2,851	3,978

Raw Structured Data



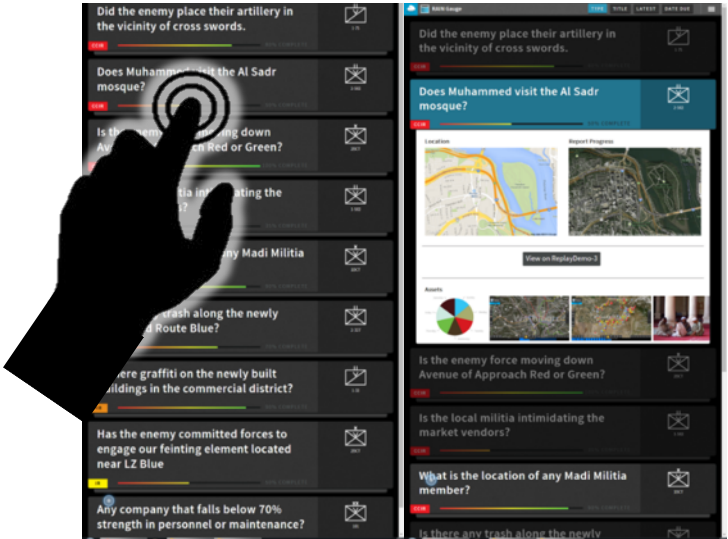
Rapid sharing of files and information at the tactical edge with a single finger. Share information faster and easier than traditional messaging systems using powerful yet simple interfaces.

## Rapid Data Sharing at the Edge

- Intuitive Commander's Kiosk
- To manage & visualize Intelligence Requirements (IRs)
- Instant Updates from the Field

## Designed to

- Provide Quick Drill down of each IR
- Multi-media intelligence (photos, videos, Reports)
- Be curated by an "Analyst in the Loop"





# SLINGSHOT

Rapid sharing of files and information at the tactical edge with a single finger. Share information faster and easier than traditional messaging systems using powerful yet simple interfaces.

## Quick & Easy Tactical Data Sharing

- Android Applications
- Quick Access Contacts
- Single Finger Operation

## Designed to

- Keeping Users Focused
- Zero-training User Interface
- Leverages Existing Data Stores
- Leverages Encryption of Existing Military Networks
- Integrates w/ Tactical Low-bandwidth Comms

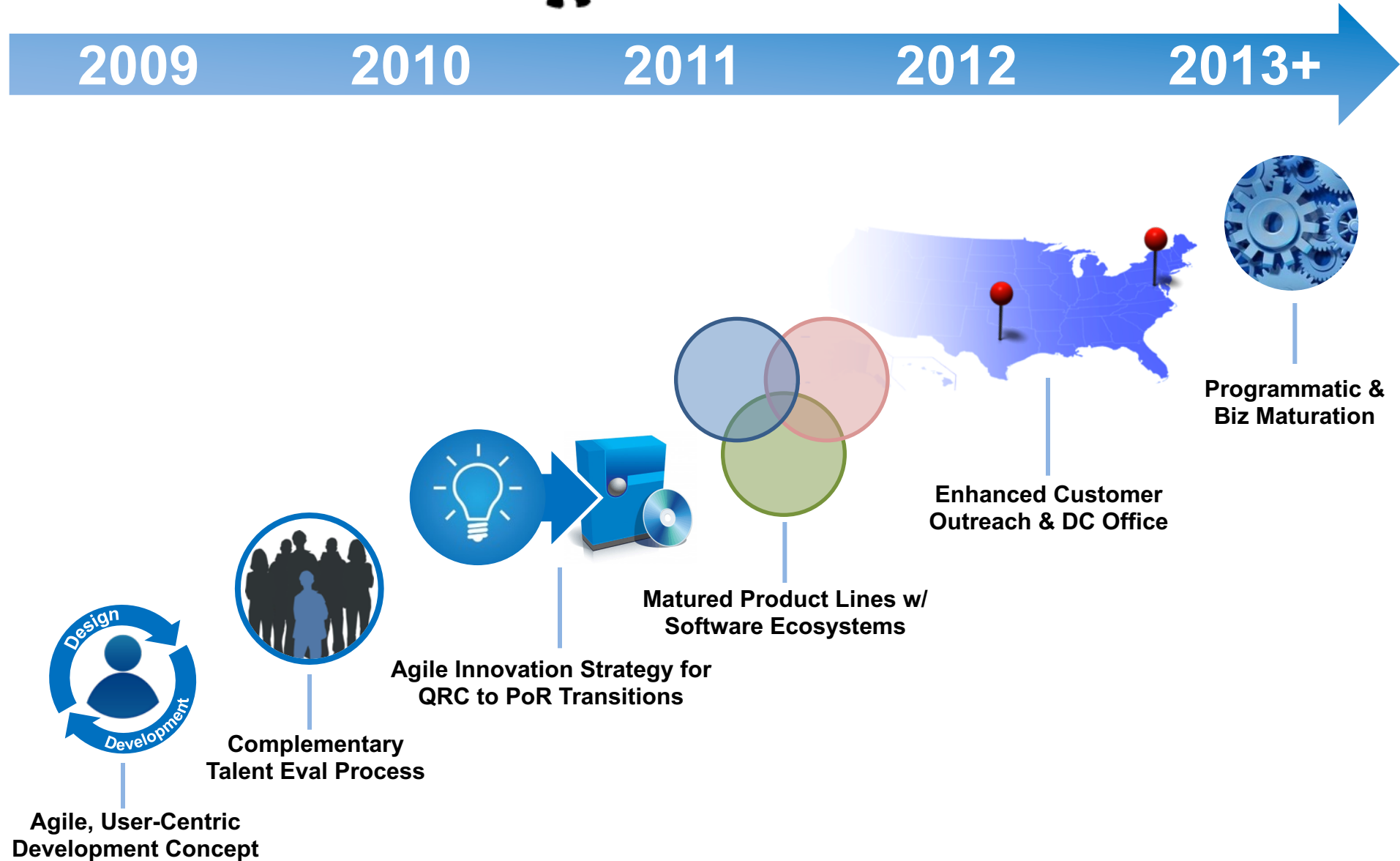




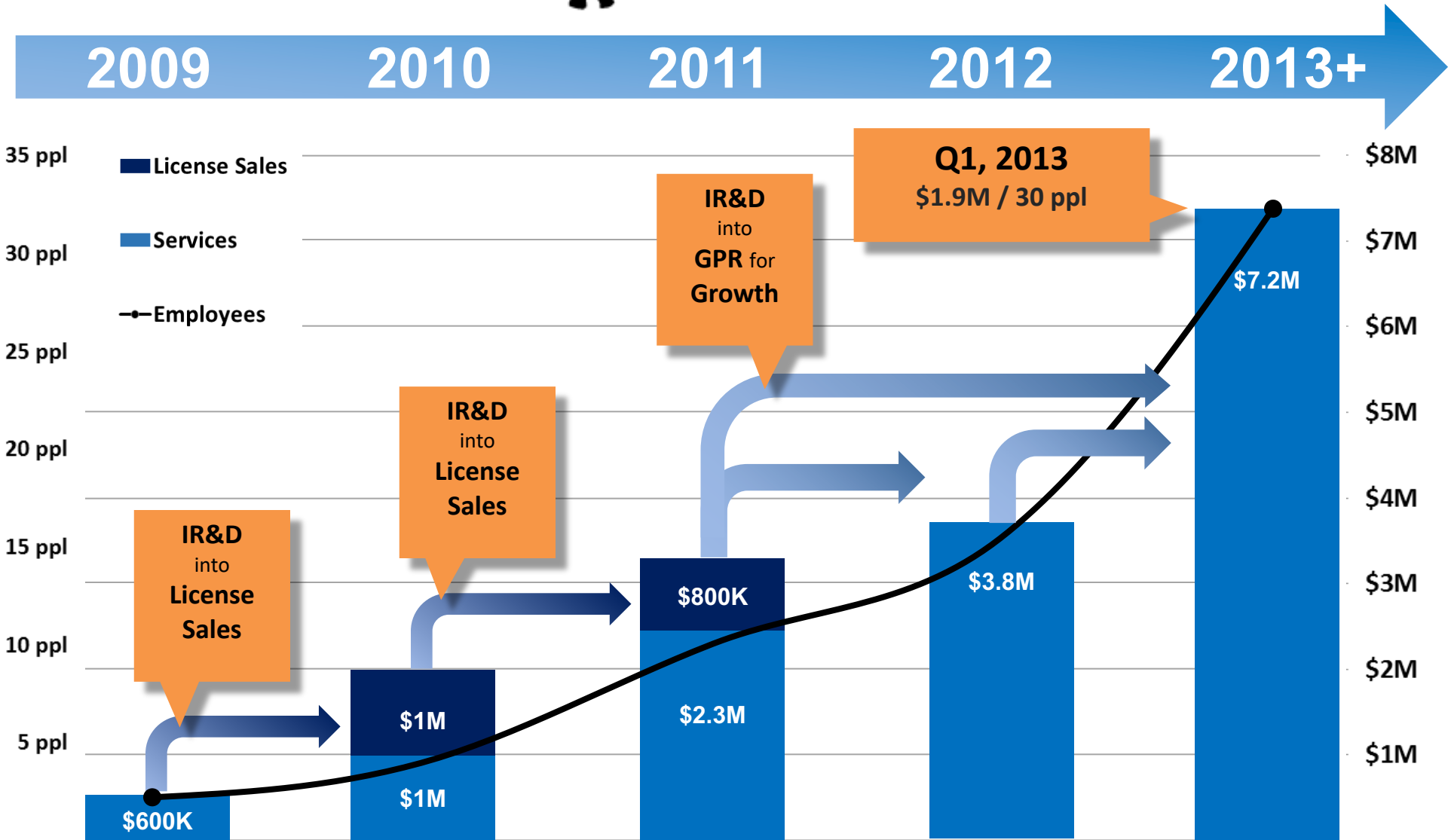
# Partners & Customers



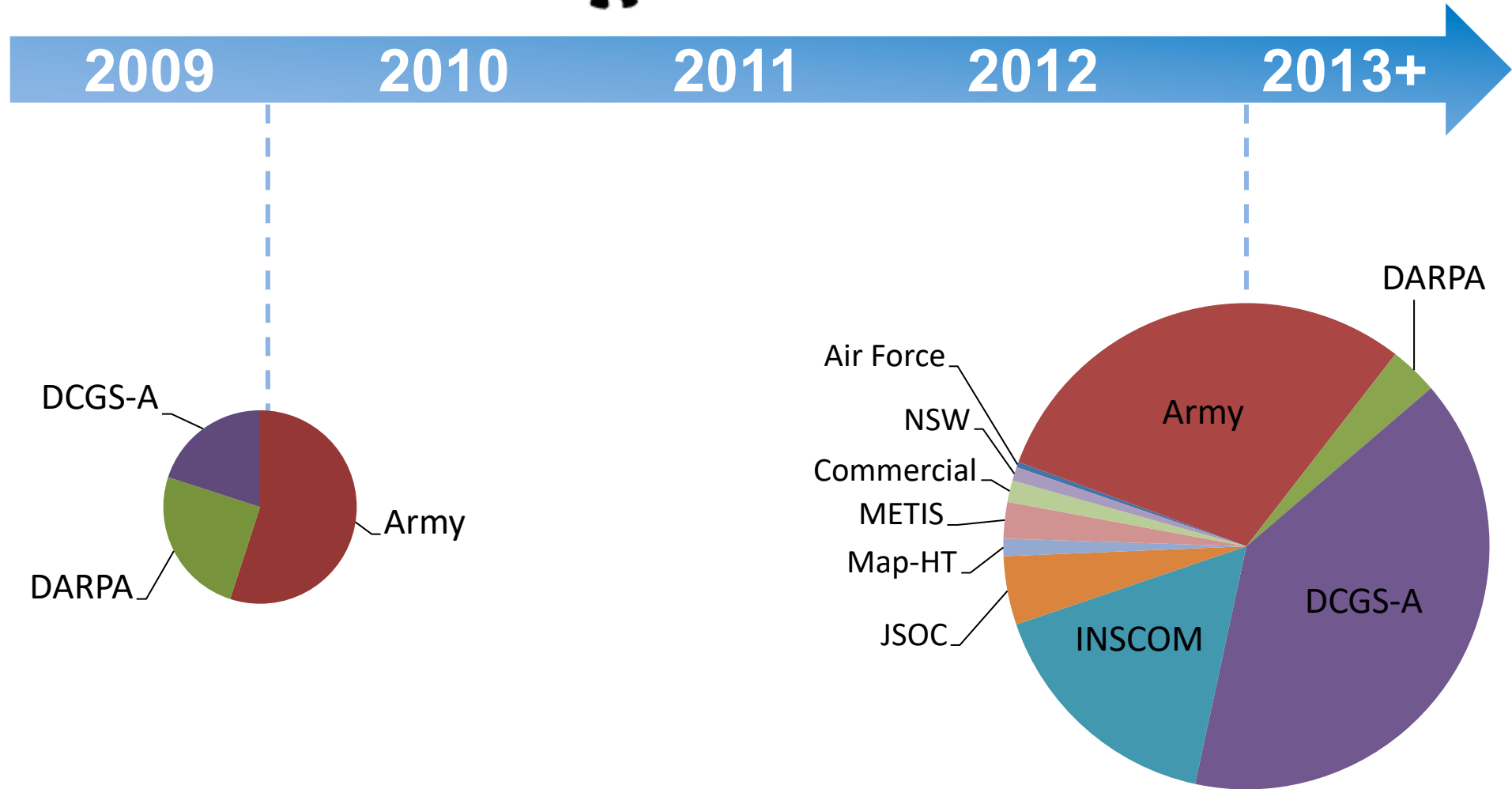
# Ringtail DESIGN



# Ringtail DESIGN



# Ringtail DESIGN







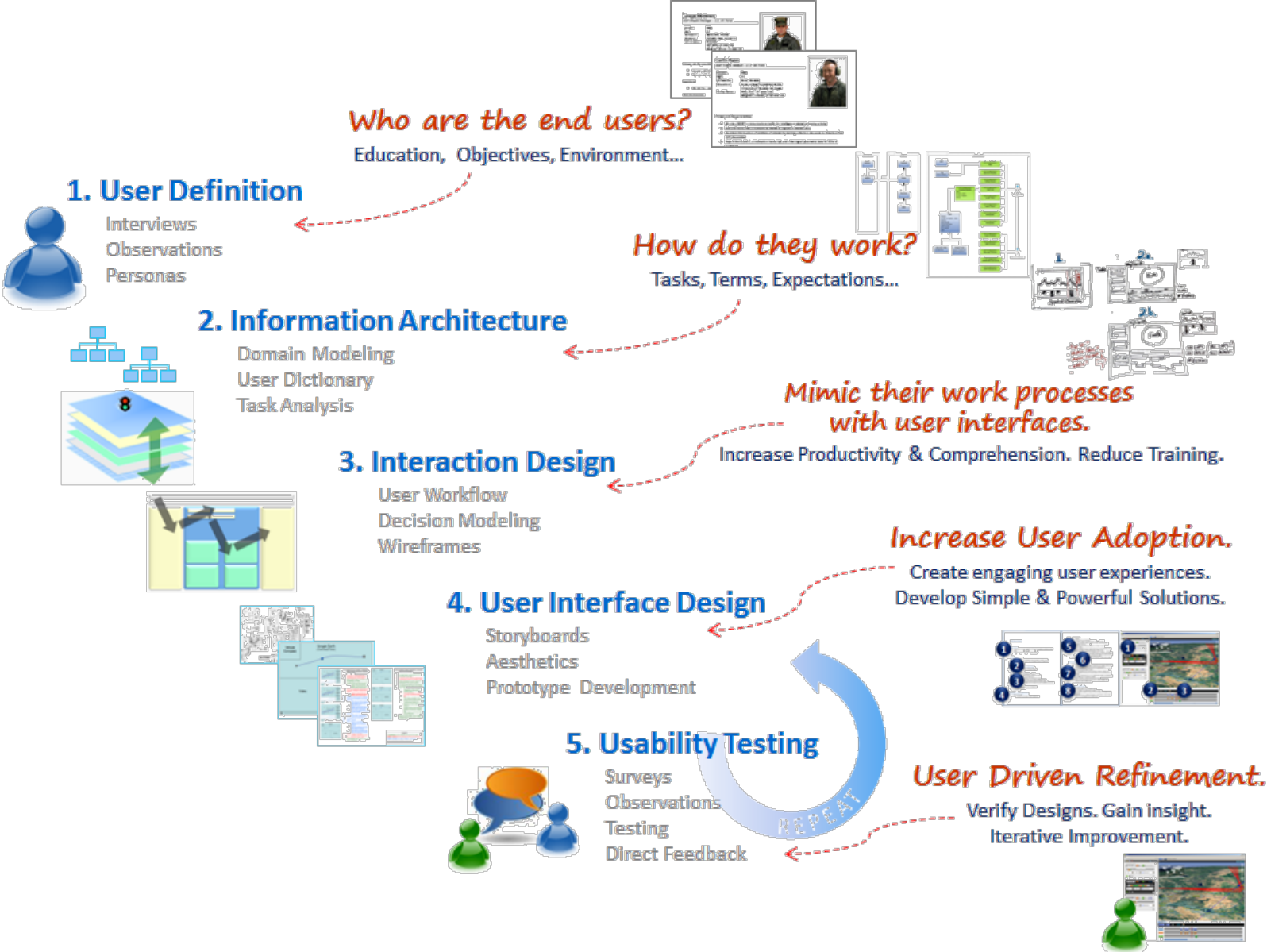
## Ringtail Design

CEO & Head of Products

- Founded & Bootstrapped the Company
- Grew from 2 to 50 People
- Established 2 Office Locations, Austin & Washington, D.C.
- Hired Developers, Designers, Project Managers, Support Staff
- Served as Head of Engineering
  - Ran Agile/Scrum Processes
  - Oversaw Design, Development, QA, Deployment & Support
- Served as Head of Design
  - Created & Established [UX Design Process](#)
  - Oversaw Design Practices, Reviews, and Deliverables
  - Carried Out User Surveys, Field Interviews, Usability Studies
  - Authored a Field Guide for Interviewing Users
  - Trained new Designers & Developers
- Served as Head of Business Development
  - Secured Client Contracts with Multiple US Gov't Agencies
  - Evangelized the Company, the Products, Platforms, and Services
  - Designed & Developed All Marketing Materials (Branding, Website, Brochures, Video Production, Trade Show Materials & More)
- Served as Head of Program Management
  - Created & Established Reporting, Metrics & Dashboards
  - Ran Multiple Simultaneous Projects & Programs

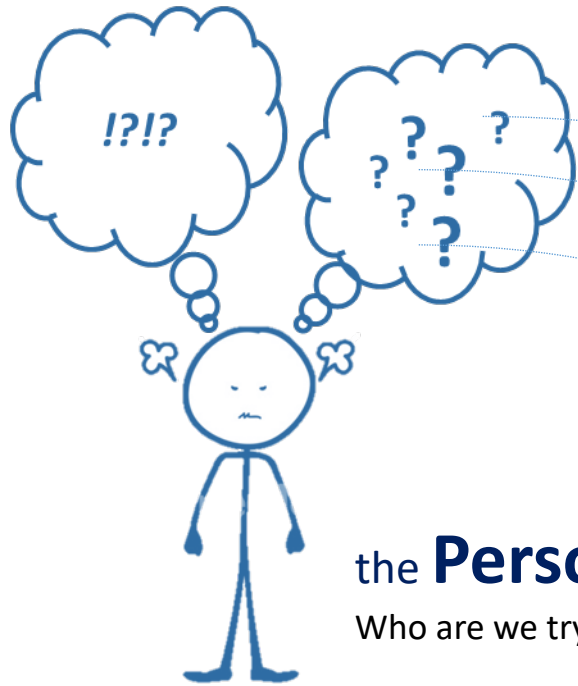


# User Centered Design Process



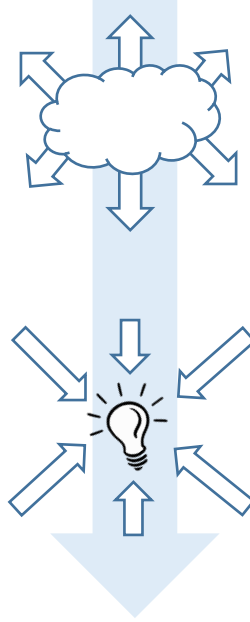
## the **Problem**

What are we trying to solve?  
What are the Person's top frustrations?  
What are the Person's top priorities & questions?



## the **Person**

Who are we trying to help?

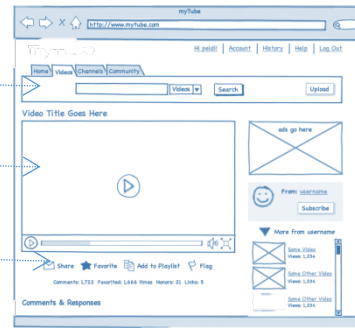


## Divergent Thinking

Seeking out inspiration, creative solutions, existing patterns that may lead to an improved User Experience.

## Convergent Thinking

Narrowing down the possible ideas using what you know about the Person and their Problem as criteria for what ideas work or don't work.



## the **Path**

How does the design match the Person's mental model, answer their questions and address their Problems?

=



## the **Payoff**

Why are we doing this?  
What is the User Experience, what is the new improved workflow we'll deliver?

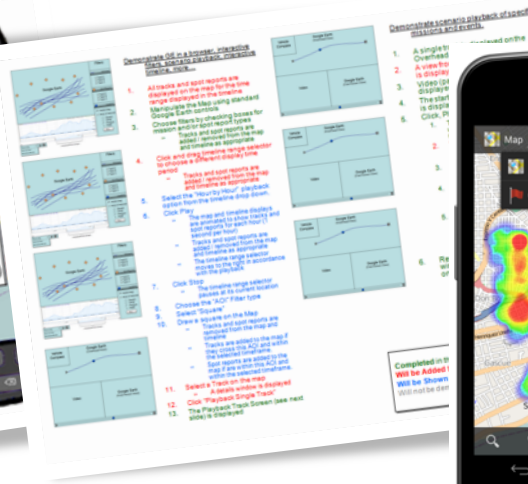
Sketch



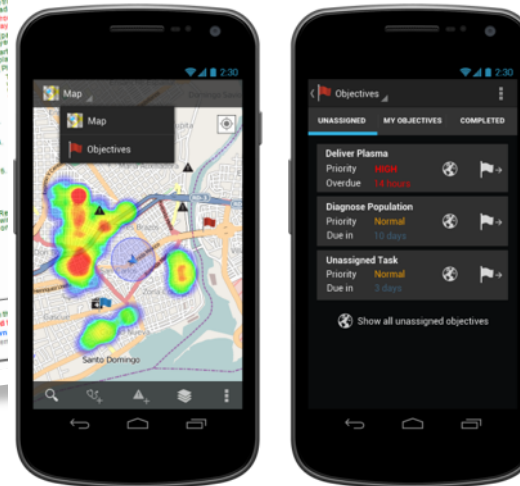
Wireframe



Storyboard



MockUp

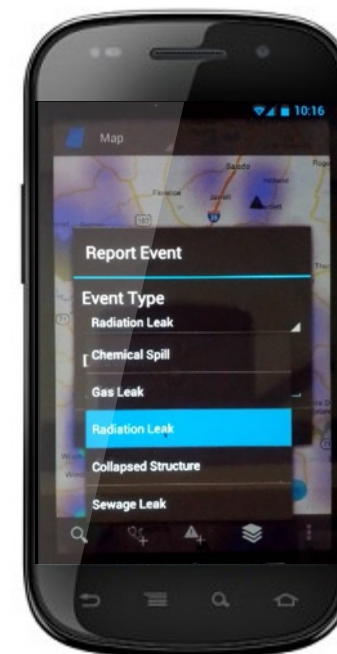
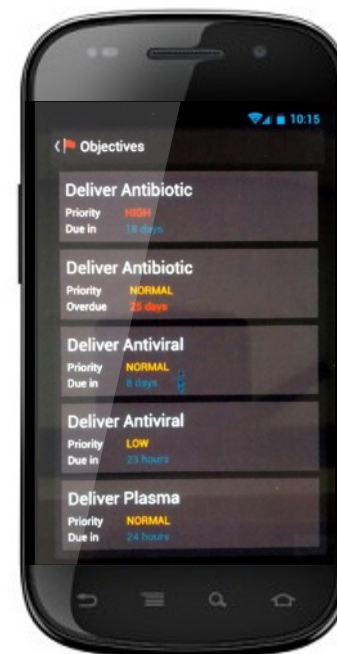


Ringtail DESIGN

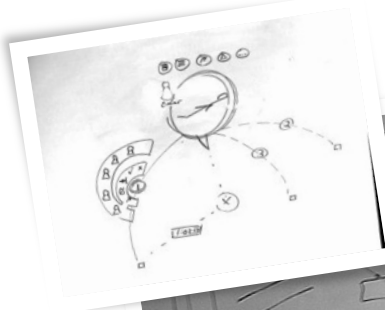


Interactive Prototype

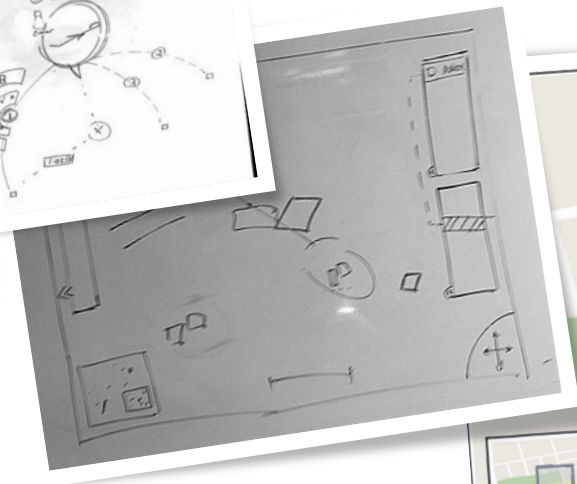
Android,  
Google Maps,  
SQLite



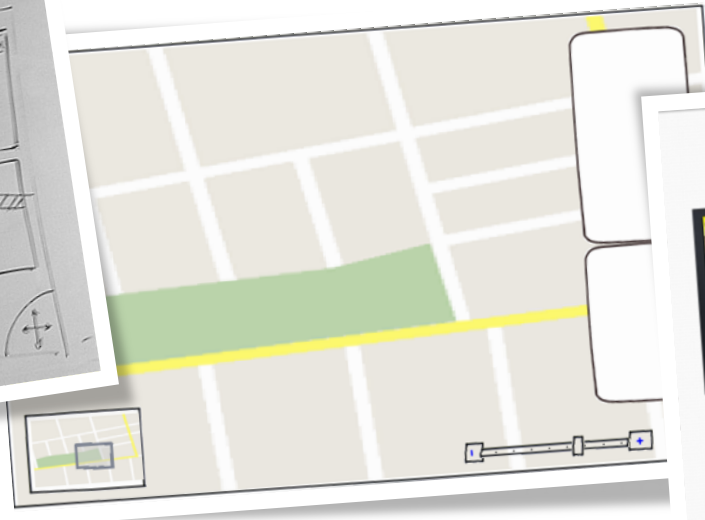




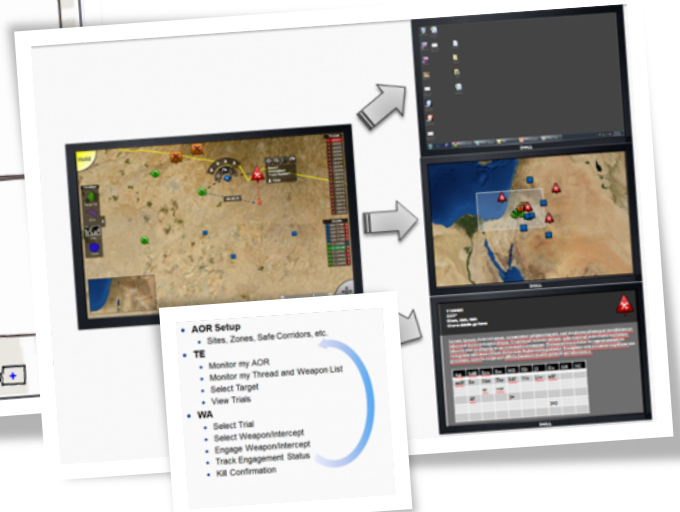
Sketch



Wireframe



Storyboard

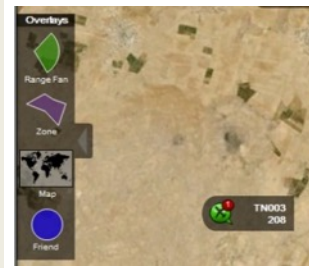
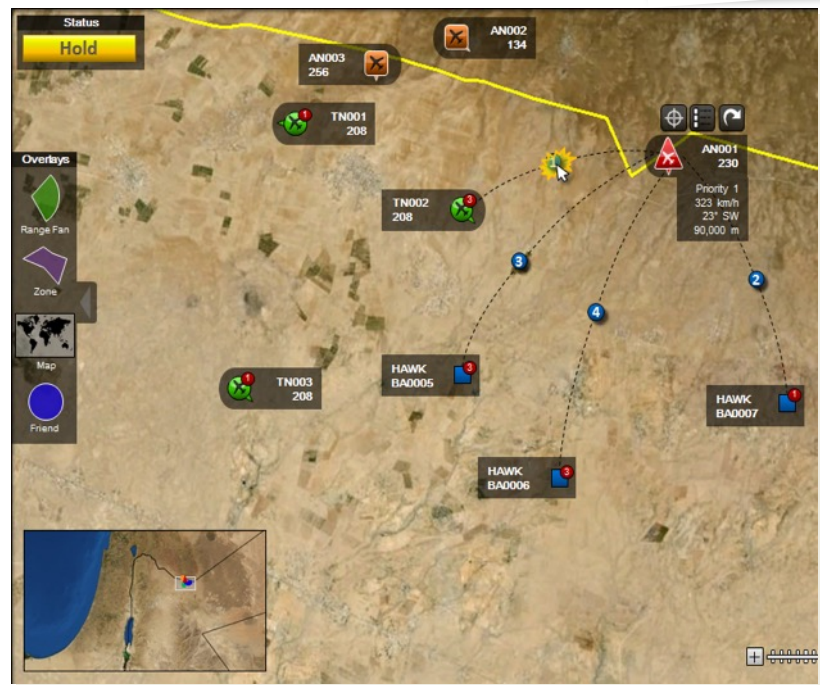


- AOR Setup**
  - Sites, Zones, Safe Corridors, etc.
- TE**
  - Monitor my AOR
  - Monitor my Threat and Weapon List
  - Select Target
  - View Trak
- WA**
  - Select Trail
  - Select Weapon/Intercept
  - Engage Weapon/Intercept
  - Track Engagement Status
  - Kill Confirmation

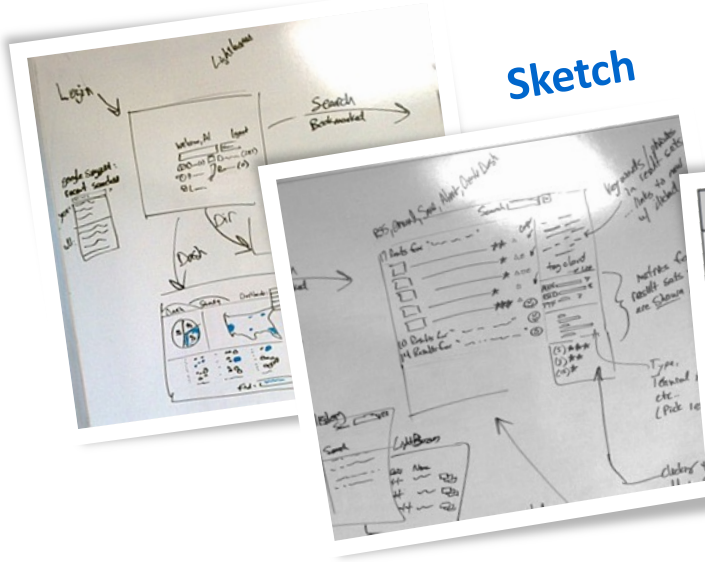


### High Fidelity Mockups

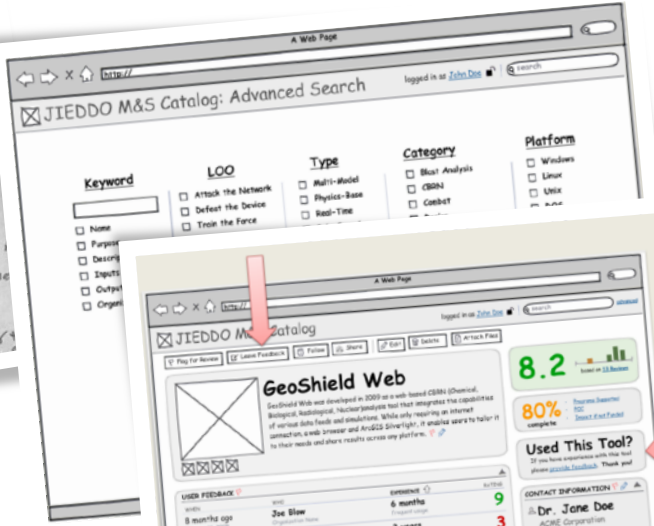
Photoshop, Animated PowerPoint, Photos & Images



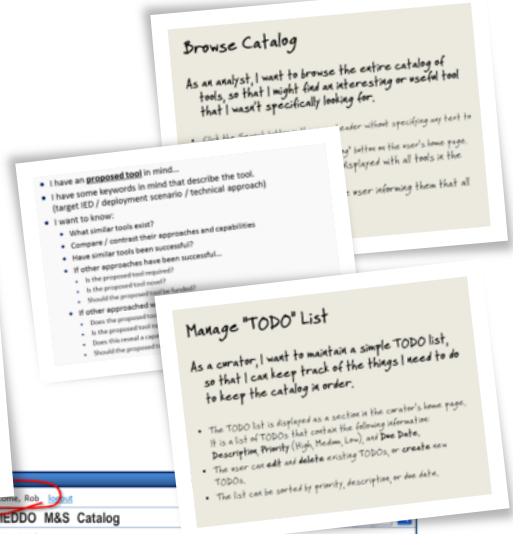
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AN002	2	45°	120	200	
AN003	3	120°	220	85	
AN004	4	320°	110	200	
AN005	5	305°	280	600	
AN006	6	80°	270	500	
AN007	7	25°	110	550	
AN008	8	200°	300	200	
AN009	9	130°	320	480	
AN010	10	110°	310	200	
AN011	11	185°	230	365	
AN012	12	120°	120	500	



Sketch



Wireframe



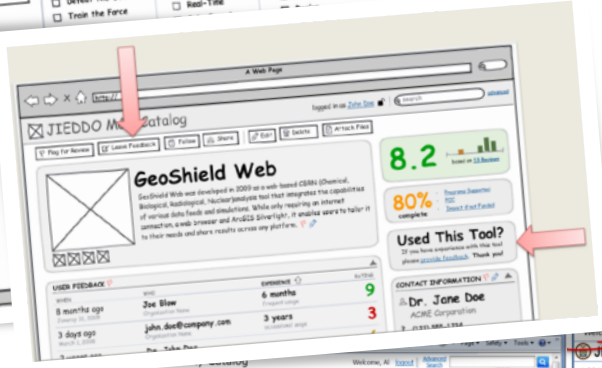
Storyboard

Ringtail  
DESIGN

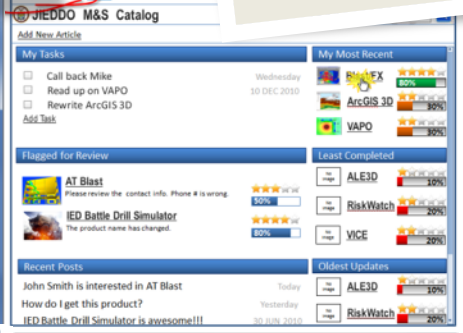
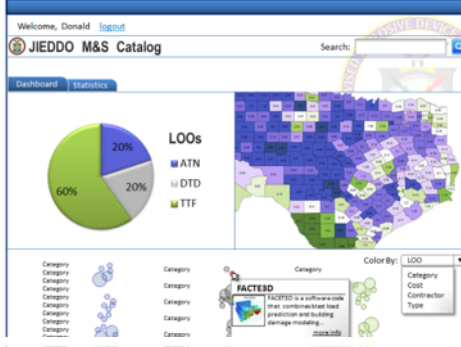
MAV6

High Fidelity Mockups

Photoshop,  
Animated PowerPoint,  
Photos & Images



Tool Details  
(Link the buttons)



Search Results



search



# Tactical Ground Reporting System (TIGR)



TACTICAL PEER-TO-PEER  
COMMUNICATION



## AgileGraph

CEO & Head of Product

AgileGraph's charting software enables customers to graph, filter, and comprehend raw data using interactive charts and dynamic filtering. The software achieves this by incorporating advanced visualization and data discovery practices commonly used by military, government and Fortune 500 analysts. AgileGraph's charting software enables customers to graph, filter, and comprehend raw data using interactive charts and dynamic filtering. AgileGraph achieves this by incorporating advanced visualization and data discovery practices commonly used by military, government and Fortune 500 analysts.



## Ticom Geomatics

Product Lead

Created, designed and architected Ticom Geo's next generation product, ISR Aperture. ISR Aperture is an ISR Mission Planning tool to help operators determine the best selection of SIGINT and Imagery sensors, systems and capabilities to achieve a desired operational result. ISR Aperture's intuitive web based interface provided tactical operators with a first-of-its-kind, drag-n-drop sensor planning interface that visualized the predicted results of a specific sensor configuration in order to optimize resource effectiveness. ISR Aperture also serves as an in-mission Common Operating Picture to monitor real time sensor health, status and performance as well as conduct sensor tasking to perform national/tactical geolocation.



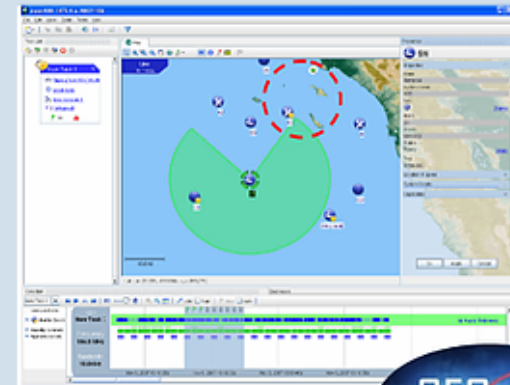
[Read More](#)

## Ticom Geomatics

Product Lead: UI/UX Design

Led the complete redesign of Ticom Geo's flagship product GEOnet. GEOnet is a mission ready, turnkey ISR solution that consists of multiple sensors and command nodes working together to provide precision T/FDOA geolocation. The newly redesigned, highly visual user interface allowed tactical operators to become extremely proficient without needing to master the complex topics of geolocation processing, signal propagation or CAF processing.

[Read More](#)

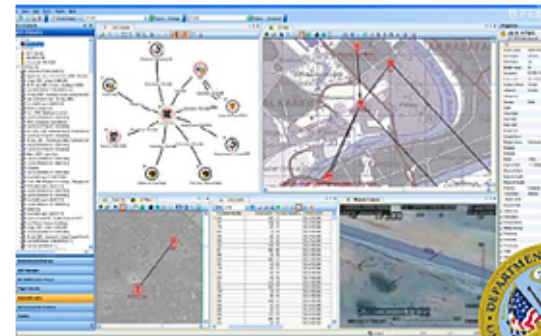


## Overwatch

Head of Platform, VIPER

Created, designed, architected and led the development of Overwatch's primary application toolkit, the VIPER Framework. VIPER seamlessly integrates diverse applications, services and data sources into a unified collaborative system. It allowed Overwatch to develop a large library of software components, tools, controls, and visualizations, and then combine them in various ways to create a family of different software products. VIPER based software products could support multiple user roles by presenting different tools and configuring the interaction between those tools for each user role. The VIPER Framework was used to develop nearly all of Overwatch's software products including Axis Pro®, the DCGS-A Multi-Function Workstation, IMPACT™, Medina™ Wireless Surveillance and more.

[Read More](#)





# Overwatch

Product Lead, AXIS

Created, designed and developed AXIS, a link diagram tool for uncovering relationships between individuals, events, organizations, places/facilities and equipment. AXIS was the first-of-its-kind link diagram tool to directly connect to military intelligence databases and allow real time editing of the underlying information through a visual user interface. Drag-n-drop actions created database entries. Connecting icons together via visually joining lines created database relationships. AXIS' intuitive user interface saved U.S. Army precious time and provided valuable insight by revealing connections, relationships, patterns and trends.



[Read More](#)

# CameraMouse

CTO & CPO

CameraMouse is an innovative mouse replacement system for the physically challenged. Computer vision algorithms translate facial movements into cursor motion and mouse clicks. CameraMouse allows people with Cerebral Palsy, Spinal Muscular Atrophy, ALS, Multiple Sclerosis, Traumatic Brain Injury, various neurological disorders to run all types of software programs.



[Read More](#)

# UTHSCSA

## Product Developer, 3D Laser Scanner Project

Served as the primary developer on a research project to create a technologically advanced process of fabricating face mask using custom laser scanning device and advanced computer vision techniques. The resulting non-invasive and touch free system mask is much easier on the patient than older processes where each mask is custom molded to the patient using plaster and gel. Face masks are used on patients with burns to help reduce scarring and to help protect those with face injuries from further damage. The Laser Scanner not only reduces stress on the patient but also increases accuracy of the end product.

