ScienceLogic
Head of Product Design & UX
2019 - Present

LIVE EARTH
CEO & CPO
2015 - 2019

Ringtail DESIGN
CEO & Head of Products
2009 - 2015

agilegraph
CEO & Head of Product
2008 - 2010

Ticom Geomatics
A CACI company
Product Lead & UI/UX Lead
2006 - 2009

OVERWATCH TEXTRON Systems
Head of Platform, VIPER
Product Lead, AXIS
2003 - 2006

CameraMouse
Hands free computer control.
CTO & Head of Product
2001 - 2003

UT HEALTH SCIENCE CENTER SAN ANTONIO
Product Developer
1997 - 2000 (Summers)

Jeff Carpenter

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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

A career of making data **accessible**, **visual**, **discoverable**, **explorable** and **actionable**.

Created products which generated revenue of over	**$40M**	Ran teams as small as 2 people and up to	**50ppl**	Raised capital investment totaling	**$14M**	Bootstrapped companies from the ground up	**5**

20+ Years UI/UX Design Experience…

...of Enterprise Level Solutions

...that Simplify Complex Workflows

...using Real-Time Analytics on Streaming Data

...from Disparate Data Sources

...forming Hybrid Cloud Solutions

...with Real-Time Operational Dashboards

...for Mission Critical Systems

...at 24/7 Operation Centers

...which Increase User & Customer Adoption

...of Market Leading Products

...to Grow and Scale Companies.

Demonstrated UI/UX Leadership:

- Founded and Bootstrapped a UI/UX Design Agency
- Hired & Managed teams of Designers & Developers
- Authored UI/UX Design Best Practices
- Established & Executed UI/UX Design Processes
- Lead Design Sessions, Reviews, Customer Interviews, Focus Groups, Agile ceremonies (stand-ups, planning, and retrospectives, etc.)
- Coordinated and aligned multi-disciplinary teams (Sales, Marketing, Support, Engineering, Design) to execute a single product strategy
- Evangelized new products, new features, functionality, workflows, and design with existing customers, new customers and entirely new markets
- Developed User Personas, Use Cases and ROI / Value Propositions to prioritize new functionality

Track Record of Quickly Understanding and Serving Complex Industries

- Business Intelligence
- IoT
- Smart City
- Physical Security
- Transportation Security
- Military & Defense
- Public Safety

Designed and Delivered Solutions for Large and Small Enterprises

- US Army
- US Navy
- DIA
- SOCOM
- Miami FD
- Hartford PD
- NY Mets
- Citigroup

ScienceLogic — Head of Product Design & User Experience
Sept 2019 – Present

- Building a UX Design Practice from the ground-up
- Developing a Design-First Company Strategy
- Creating a company-wide Design System
- Education on UI/UX Best Practices
- Leading a team of co-located and remote UX Designers
- Designing Innovative Visualization Tools
- Aligning Sales, Marketing, Product and Customer Support
- Reporting to the Chief Product Officer

LIVE EARTH — CEO & CPO
Aug 2015 – May 2019

- Founded & Bootstrapped the Company
- Grew from 8 to 22 People
- 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
- Designed & Developed All Marketing Materials
- 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
- Created an Ecosystem of 40+ Resellers
- Raised Second Round of Capital
- Trained a Successor

### Ringtail DESIGN — CEO & Head of Products
Feb 2009 – Aug 2015

- Founded & Bootstrapped the Company
- Grew from 2 to 50 People
- Established 2 Office Locations, Austin & Washington, D.C.
- Hired Developers, Designers, PMs, and Support Staff
- Served as Head of Engineering
  - Ran Agile/Scrum Processes
  - Oversaw Design, Development, QA, Deployment & Support
- Served as Head of Design
  - Created & Established a 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
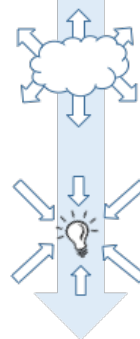 - Ran Multiple Simultaneous Projects & Programs

See full career history:
www.jeffscarpenter.com
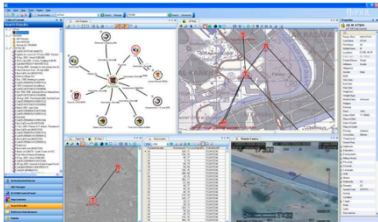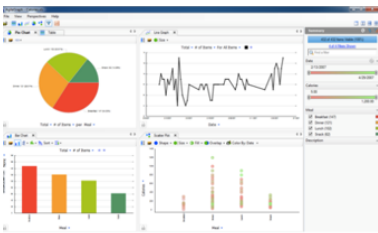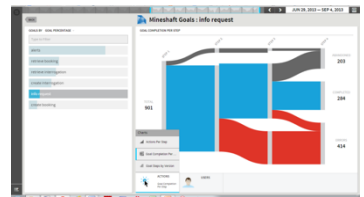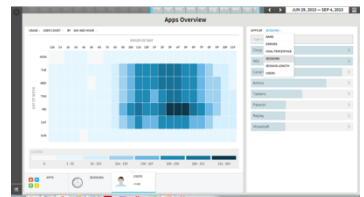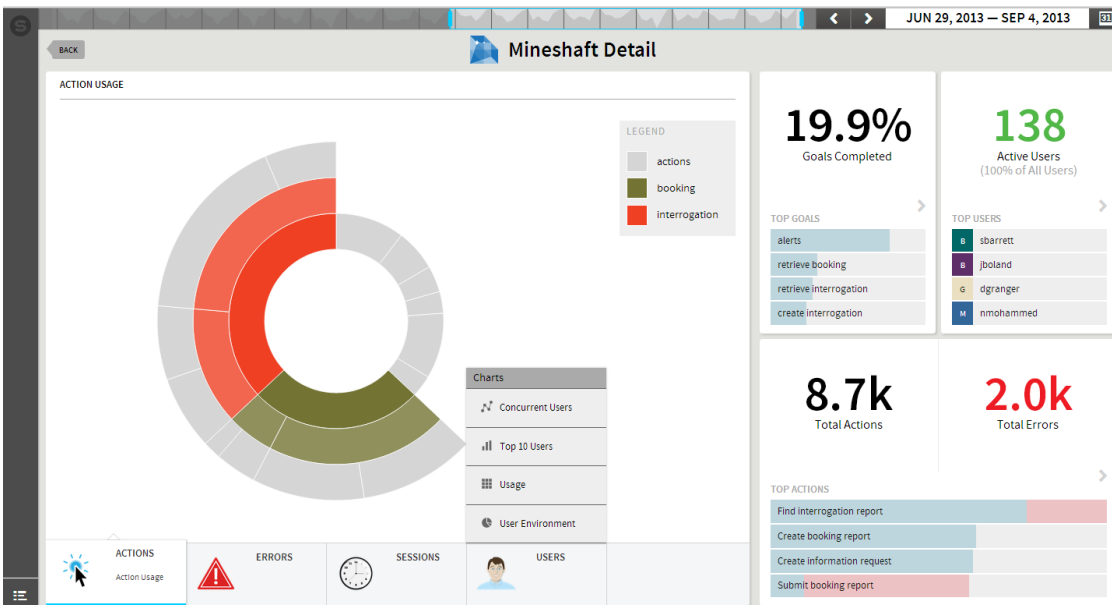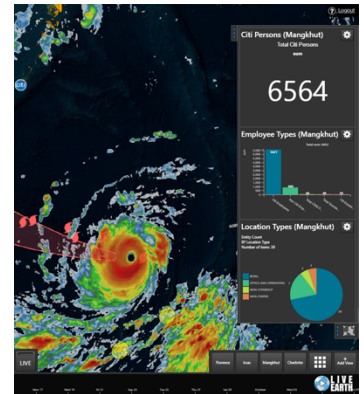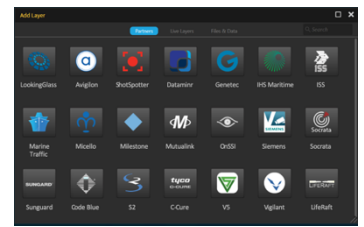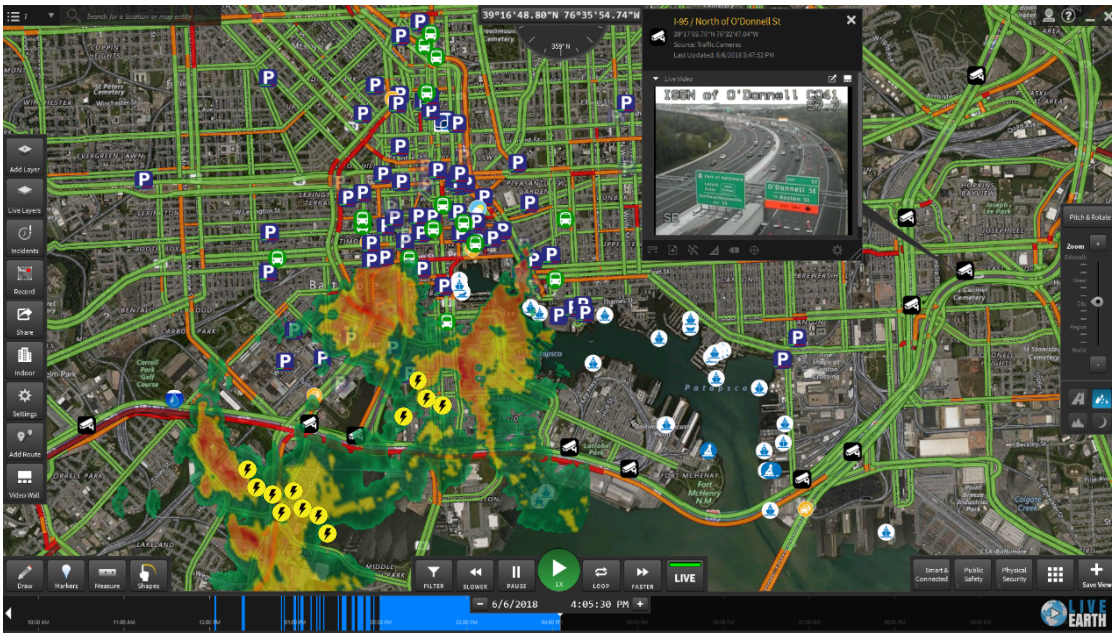
the Problem

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

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 Person

Who are we trying to help?
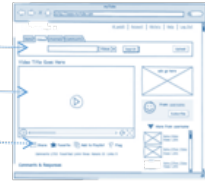
the Path

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?