

Jeff Carpenter

Building UX Teams | Scaling Design Ops | Driving Business with Design

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Career Summary

Seasoned UX and Product Design Leader with two decades of experience spearheading UX Vision, Strategy & Execution in Startups and Fortune 500 companies across diverse industries. Catalyst for innovation, driving user centered solutions and design thinking across B2C, B2B, Enterprise, SaaS, Data Visualization, Desktop, Cloud, and Mobile.

Career Highlights

- Founded a UX Design Agency, bootstrapped it to 50 people and \$7M+ in annual revenue.
- Designed software products that generated \$40M+
- Built 5 UX Teams from the ground up.
- Raised \$14M in capital investment.
- Founded 5 companies.

Experience

- 15 Years Leading UX Design Teams.
- 10 Years Directing UX Research Teams.
- 10 Years Executing Design Operations & Strategy.
- 10 years as a Designer / Developer creating innovative software products differentiated by UX.
- 5 years Crafting & Managing Design Systems

Career History

LUMEN® Sr. Director, Product Design & UX Lumen Technologies, June 2020 – Present

- Built a 23 member UX Design & Research Team from the ground up. Set the UX vision, methodologies, and execution strategy.
- Designed 3 Mobile Apps, 10 Web-based Products, Printed Collateral, Marketing Emails, and Installation Guides.
 - Amplified E-Commerce Conversion Rate by 7%
 - Elevated [Quantum Fiber Mobile](#) rating from 1.4 to 4.2 stars
 - Elevated [CenturyLink Mobile](#) rating from 2.4 to 4.4 stars
 - Grew [CenturyLink Mobile](#) Users form 800K to 1.4M+
 - Slashed Online Order Fallout by 39%
 - Reduced Support Calls by 28%
- Developed the first company-wide, multi-brand [Design System](#) to ensure consistency and re-use across all digital experiences.
- Created and injected new business processes, Agile UX methodologies. Introduced Journey Maps, Experience Maps, [Double Diamond](#), Design Studios, Success Criteria, SUS, UMUX, and a novel [UX Auditing Methodology](#).
- Evolved the company along the [UX Maturity Model](#) from Level 1 (Absent) to Level 4 (Structured).
- Directed UX Research including Usability Studies, Qualitative and Quantitative Research, Pricing Studies, Brand Tracking, and more.
- Introduced and leveraged best of breed tools: Adobe XD, Creative Cloud, Figma, Miro, Zeroheight, UserTesting, ContentSquare, Google Analytics, Looker, OP4G, Qualtrics, SurveyMonkey, SurveyKing, Jira, Confluence, Monday, Roadmunk.
- Elevated Employee Engagement by 15% through team [branding](#), training, roles and vision, [career paths](#), SMART goals, and more.

Science Logic Sr. Director, Product Design & UX Science Logic, Sept 2019 – June 2020

- Created a 7 person, international UX Design Team across IA, IxD, UX, UI, prototyping, visual design, and user research.
- Created the UX vision and strategy for [SL1](#), Science Logic's SaaS AIOps platform for web, desktop, and mobile
- Defined and introduced design methodologies, creative processes, and an Agile execution strategy.
- Developed a [Design System](#) to ensure consistency and re-use across all digital experiences.
- Crafted a company-wide "Design First" strategy in partnership with the Chief Product Officer.
- Educated and [evangelized](#) User Centered Design best practices from C-Level to Individual Contributors.
- Supported company-wide initiatives across Sales, Marketing, Product, and Customer Support.
- Provided direction on key product-related presentations for Science Logic's annual conference showcasing new user workflows.
- Leveraged best of breed tools: Adobe XD, Sketch, Creative Cloud, InVision DSM, Storybook, Jira, Confluence.



CEO & Chief Product Officer

Live Earth, Aug 2015 – May 2019

- Founded and scaled the company, led the design and development of an Enterprise, SaaS solution [differentiated by UX](#): Visualizing 70+ real-time GIS data streams on a 4D, interactive touchscreen with real-time alerts and interactive play, pause and rewind.
- Created the UX Vision, Product Roadmap, and led the Go-To Market Strategy from MVP to multiple Industry Pilots and 10 initial enterprise customers across 5 industries: [Law Enforcement](#), Safety & Security, Logistics, Port Operations, Emergency Management.
- Led the information architecture, prototyping, user research, and visual design of 12+ tools, plug-ins, and [customer use cases](#).
- Facilitated user and customer research through interviews, demonstrations, pilots including moderated user testing.
- Implemented custom, real-time analytics to track user behavior and preferences, to inform product strategy and roadmaps.
- Distilled qualitative and quantitative feedback to unearth recurring themes and promote data-driven design decisions.
- Directed the creation of style guides, reusable components, patterns, and best practices to maintain a consistent and predictable experience across all Live Earth’s integrations, embedded tools, data visualizations, and partner plug-ins.
- Determined SaaS pricing model(s), designed & developed all [marketing materials](#), [promotional videos](#), and training materials.
- Scaled the company by raising capital, hiring VPs of Sales, Engineering, BD & Marketing, creating a Customer Success & Support Team, and signing then training 40+ Resellers & Channel Partners.



CEO & Head of UX

Ringtail Design, Feb 2009 – Aug 2015

- Founded the UX Design Agency, bootstrapped it to 50 people and \$7M+ in revenue, established 2 offices in Austin & D.C., serving some of the most complex enterprise organizations: DARPA, SOCOM, US Army, US Navy, Defense Intelligence Agency.
- Established a [UX Design Process](#), including ideation, mockups, interviews, field observations, prototyping, and user testing.
- Trained Designers & Developers and oversaw Design Practices, Design Reviews, and Deliverables.
- Conducted UX Research including User Surveys, Field Interviews, and Usability Studies of Clickable and paper prototypes.
- Authored a Field Guide for all Ringtail employees to Conduct User Interviews, Field Observations and Ride-alongs.
- Designed & developed all marketing materials: branding, website, brochures, video production, trade show materials, and more.
- Biz Dev: Secured Contracts with US Gov’t Agencies, Evangelized Ringtail’s Products, Platforms, and Services.
- Program Management: Established Reporting, Metrics & Dashboards, Ran Multiple Simultaneous Programs.
- Engineering: Ran Agile/Scrum Processes, Oversaw Design, Development, QA, Deployment & Support.
- Leveraged the Ringtail UX Design Process to deliver these notable solutions:
 - DARPA’s mobile app: the first mobile app to be used in military combat. Created on a T-Mobile G1 w/ Android Cupcake.
 - SOCOM’s Mission Planning & Live Mission Monitoring Platform for visualizing real-time missions on a single, interactive touch-wall.
 - The Defense Intelligence Agency’s Cloud Management Platform for tracking and monitoring the use of its cloud-based applications.
 - 10+ Data Visualization tools for the US Army’s Enterprise-Wide, Military Intelligence Platform (DCGS-Army).



CEO & Head of Product Design

AgileGraph, Mar 2008 – Mar 2010

- Designed and developed a Tableau-like charting solution with interactive filtering & pivoting, differentiated by its UX.
- Pitched and sold an enterprise-wide license to the US Army, including follow-on professional services revenue for integration.

See [full career history](#) including: Lead Product Designer, Sr. Product Lead, Head of Platform Design, UX Designer, and Developer.

Education



B.S. Computer Science
Trinity University



The UX VP/Director
Nielsen Norman Group



Guest Lecturer, Data Visualization
The University of Texas at Austin



M.S. Computer Science
Colorado State University



DesignOps: Scaling UX
Design and User Research
Nielsen Norman Group



Guest Lecturer, HCI
St. Edwards University