

# Jeff Carpenter

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

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## Professional Summary

**Sr. Director of Product Design and Research** with 15+ years of experience delivering user-centered design solutions for B2B and B2C. Proven track record of scaling teams, implementing strategic design systems, and leveraging research to drive measurable business outcomes: ARPU, Conversion, Adoption, CSAT, Customer ratings, etc. Adept at fostering collaboration between design, product, and engineering to deliver exceptional customer experiences and achieve company goals.

## Career Highlights

- **Built 6 UX Teams** from the ground up
- Led hybrid, remote, global **teams of 5-50 people**
- Designed solutions for **3 million global Consumers**
- Founded a UX Agency, grew to **50 people, \$7M+**
- Crafted & managed **4 Design Systems**
- Created products that **generated \$40M+ in revenue**

## Professional Experience

### **Sr. Director Product Design (UX) & Research**

First American, Nov 2023 – Nov 2024



**Built and led a 15-member UX Design and Research team from the ground up**, creating scalable processes and driving cross-functional alignment on product roadmaps, OKRs, and advancing PM and UX Maturity.

- Led the design and research strategy for a suite of 8 web-based enterprise-wide products, achieving a 24% improvement in customer satisfaction (CSAT) and a 13% decrease in Time on Task for core workflows.
- Implemented new workflows that reduced design/development handoff friction, improving throughput by 32%.
- Delivered a new cross-functional design discovery strategy, increasing alignment between UX, PM, and Engineering.

### **Sr. Director Product Design (UX) & Research**

Lumen Technologies, Jun 2020 – Nov 2023



**Created Lumen's first 23-member UX Design and Research team from the ground up**, established the vision, structure, methodologies, and strategy collaborating with product, marketing, sales, and engineering.

- Supported 3 million global customers designing 3 Mobile Apps, 10 Web Products, Print Collateral, and Marketing Emails
  - Amplified E-Commerce Conversion Rate by 7%
  - Elevated Quantum Fiber App rating from 1.4 to 4.2
  - Elevated CenturyLink App rating from 2.4 to 4.4
  - Grew CenturyLink App Users from 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 cohesion across all omnichannel experiences.

### **Sr. Director Product Design (UX)**

Science Logic, Feb 2019 – June 2020



**Formed the first global 7-person multi-disciplinary UX Design Team**, establishing methodologies, tools, agile processes, and design system. Set the UX vision for our SaaS AIOps product across web, desktop, and mobile.

- Created the UX vision and strategy for SL1, Science Logic's SaaS AIOps platform for web, desktop, and mobile.
- Developed a Design System to ensure consistency and re-use across all digital experiences.
- Educated and evangelized User Centered Design best practices from C-Level to Individual Contributors.

## CEO & Chief Product Officer

Live Earth, Aug 2015 – Feb 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 GTM Strategy including MVP, Industry Pilots, and securing 10 enterprise customers in 5 industries: Law Enforcement, Safety/Security, Logistics, Port Operations, Emergency Mgmt.
- Led the information architecture, prototyping, user research, and design of 12+ tools, plug-ins, and customer use cases.
- Facilitated user and customer research through interviews, demonstrations, pilots including moderated user testing.
- Scaled the company by raising capital, hiring VPs of Sales, Engineering, BD & Marketing, creating a Customer Success & Support Team, recruited, signed, then training 40+ Resellers & Channel Partners.
- Created the brand strategy, pricing model, designed all marketing materials, promotional videos, and training materials.

## CEO & Head of UX

Ringtail Design, Feb 2009 – Jul 2015



**Founded the UX Design Agency, bootstrapped it to 50 people and \$7M+ in revenue**, established 2 offices in Austin & D.C., serving of the most complex enterprise organizations: DARPA, SOCOM, US Army, US Navy, DIA.

- Established a UX Design Process, including ideation, mockups, interviews, field observations, prototyping, and user testing to deliver these notable solutions:
  - DARPA's mobile app: the first mobile app used in military combat on a T-Mobile G1 w/ Android Cupcake.
  - SOCOM's Mission Monitoring Platform for visualizing real-time missions on a single, interactive touch-wall.
  - DIA's Cloud Management Platform for tracking and monitoring cloud-based applications.
  - 10+ Data Visualization tools for the US Army's Enterprise-Wide, Military Intelligence Platform (DCGS-Army).
- Trained Designers & Developers and oversaw Design Practices, Design Reviews, and Deliverables.
- Built and scaled the Program Management function from inception to a high-performing team of 5 Program Managers, overseeing 10+ government programs by standardizing processes, reporting, metrics, prioritization, mentoring talent, and ensuring compliance with DoD and Federal regulations.

## Key Skills

**Leadership:** Building and scaling design organizations, coaching ICs, fostering innovation cultures

**Design Strategy:** Product design vision, interaction design, information architecture, AI-driven workflows

**Research & Data:** User research programs, usability testing, data visualization, driving roadmaps and OKRs

**Collaboration:** C-level partnerships, cross-functional alignment with Product, Engineering, and GTM teams

**Tools:** Figma, Sketch, Adobe Creative Suite, Miro, Looker, UserTesting, Adobe XD, Zeroheight, ContentSquare, Google Analytics, Looker, OP4G, Qualtrics, SurveyMonkey, SurveyKing, Jira, Confluence, Monday, Roadmunk, InVision DSM, Storybook, Pendo, and more.

## Education



**Bachelors of Science, Computer Science**  
Trinity University



**The UX VP/Director**  
Nielsen Norman Group



**Masters of Science, Computer Science**  
Colorado State University



**DesignOps: Scaling UX Design and Research**  
Nielsen Norman Group