

Jeff Carpenter

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

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Professional Summary

- **4X Sr. Director of Product Design** for 2 Fortune 500s and 2 Growth Stage Startups
- **3X Founder** of Innovative **B2B SaaS Startups** and a **UX Design Agency**
- **B2C Design Leader** for a \$14B Telecom, \$7B FinTech, and a \$3B GRC
- **15+ years' experience** leading Design Teams that drive **ARPU, Conversion, NPS, CSAT, Ratings**, more.

Career Highlights

- **Built 6 UI/UX Teams** from the ground up
- Designed solutions for **3 million global Consumers**
- Led hybrid, remote, global **teams of 5-50 people**
- Founded a UX Agency, grew to **50 people, \$7M+**
- Crafted & managed **5 Design Systems**
- Created **B2B SaaS** products generating **\$40M+**

Professional Experience

Director, Product Design & AI Tooling
AuditBoard (Optro), Dec 2025 – Present



Leading the UX Team, building Optro's agentic design system, LLM-as-a-Judge Evaluators for Design & Engineering, and defining the AI Design Toolchain for the company's Design + Development Lifecycle.

- Built an MCP server for Designer and Dev IDE tools to run LLM-as-judge reviews across design solutions & prototypes.
- Engineered an Exec Dashboard tracking code quality across a11y, i18n, tokens, components, and UX compliance.
- Architected an Agentic LLM pipeline dispatching specialized Claude reviewers in parallel for automated scoring, risk detection, and code fixes.

Sr. Director Product Design (UX)
First American, Nov 2023 – Nov 2024



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

- Redesigned Enterprise workflows to integrate GenAI, enhancing task automation across critical user experiences.
- 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)
Lumen Technologies, Jun 2020 – Nov 2023



Created Lumen's first 23-member UX Design team from the ground up, including UX Research, established the vision, structure, methodologies, and strategy partnering 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.

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