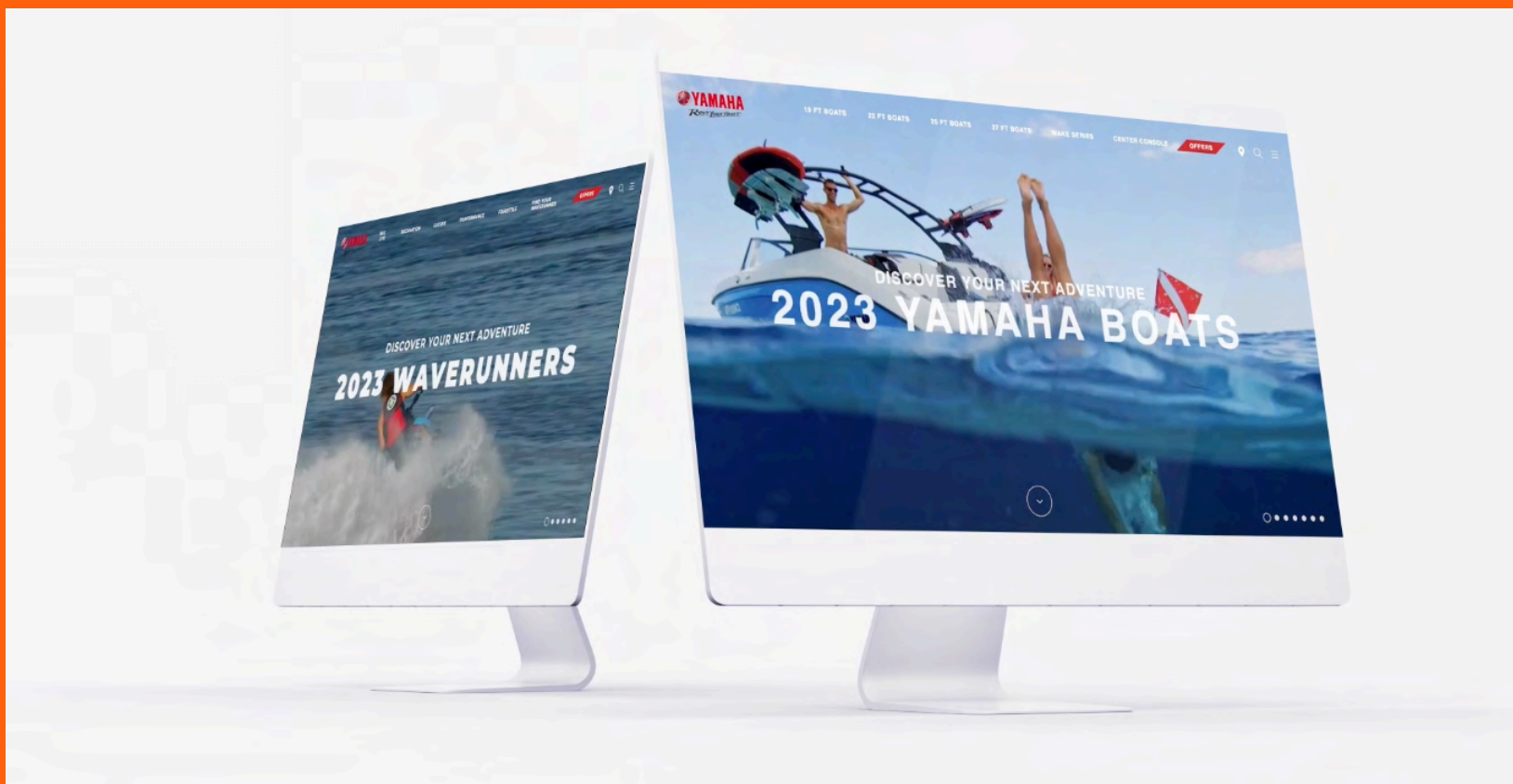


A person is driving a car, seen from a first-person perspective. The driver is wearing a blue shirt and glasses. The car's interior, including the steering wheel and dashboard, is visible. A text overlay is centered on the image.

WILLIAM THOMPSON

LEADER | EDUCATOR | CONNECTOR



BIO

WILLIAM THOMPSON

Is an Experience Design Leader and Educator from Detroit, who has crafted innovative global products for over 20 years. With a profound belief in the power of people + passion = great products, he has inspired and guided teams to build a range compelling digital products and experiences. As Head of Mobility at Rightpoint, he led the launch of a new digital business vertical tailored to automotive, mobility and retail sectors, achieving a 60% increase in lead generation and a 25% boost in revenue.

His commitment to nurturing future talent is evident in his role as Lecturer at the University of Michigan, where he inspires and guides students towards industry-focused education. With certifications in Leading SAFe - Scaled Agile and a string of prestigious awards, William believes in a human-centric approach to creating Customer Experiences, and invests his time to ensure that his teams are engaged, inspired, and in pursuit of a brighter tomorrow.

AUTOMOTIVE CASE STUDIES



2023 CADILLAC LYRIQ



2022 HUMMER EV



2022 CHEVROLET SILVERADO

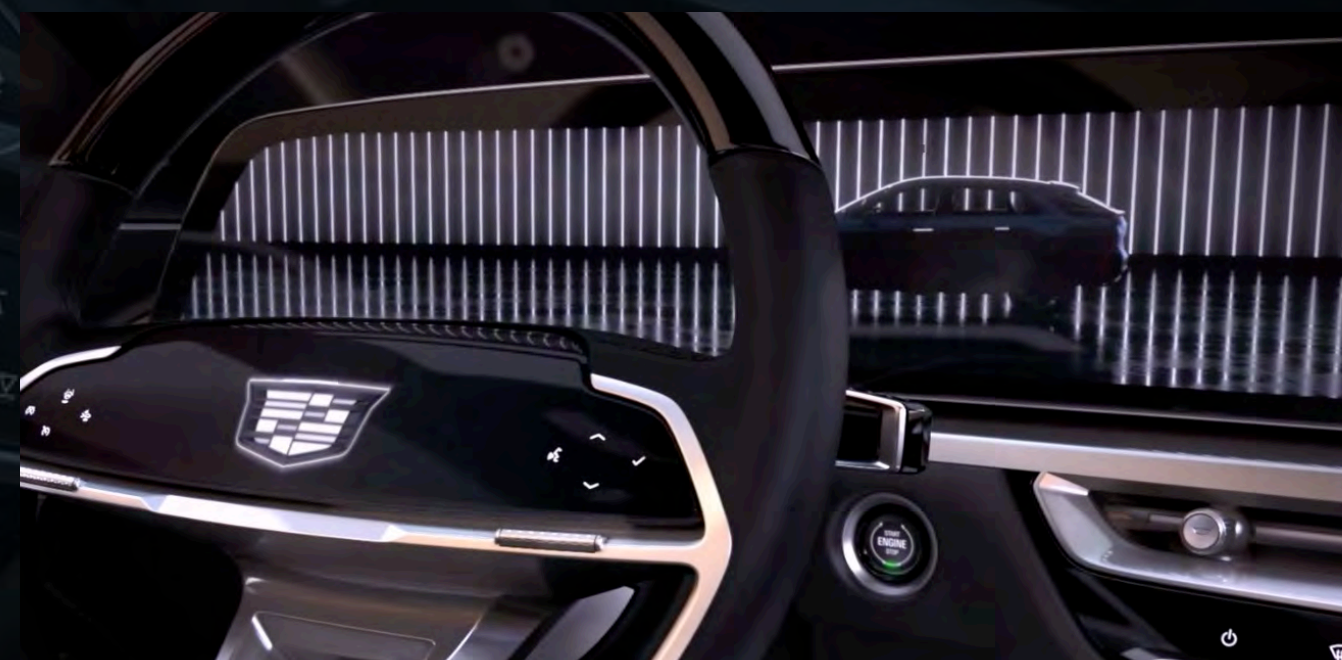
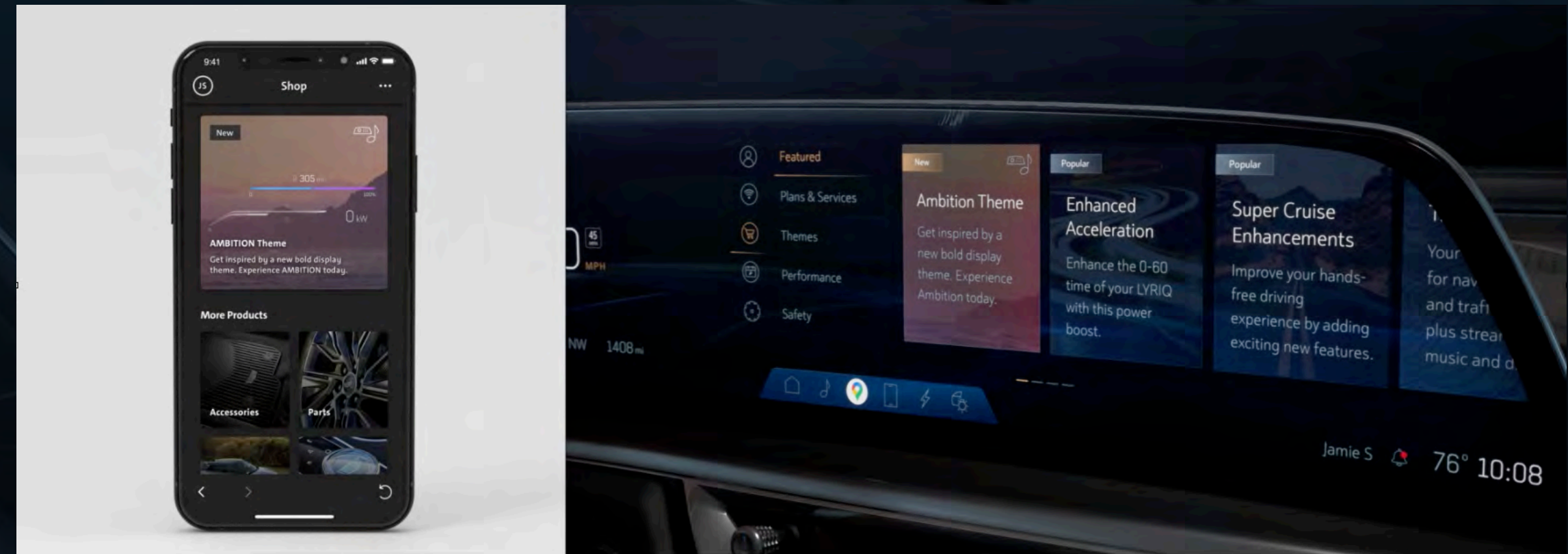
CADILLAC LYRIQ

As GM's UX leader, William drove a transformative shift towards Software Defined Vehicles, redefining talent needs and paving the way for the Ultifi EV line. His innovative leadership and strategic vision led to groundbreaking solutions that redefined GM's digital products, setting new standards in automotive UX.

The Cadillac Lyriq, a prime example of this transformation, epitomizes this ethos by blending past learnings with cutting-edge technology, establishing a new benchmark in automotive UX design.

Role: Department Head

Skills: Research, Product Management + Strategy + Design, Production, Visualization, Creative Direction, Team Leadership, Human Factors



CADILLAC LYRIQ



33" Diagonal LED Display

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=D2NYCMWTRGE](https://www.youtube.com/watch?v=D2NYCMWTRGE)



GMC HUMMER EV



THE WORLD'S FIRST

GMC HUMMER EV

AN EXERCISE IN REINVENTION

As the leader of the GMC Hummer EV team's reinvention, William's collaborative efforts resurrected the brand as an innovative EV platform. Under his direction, the team crafted a modernized user interface, staying true to Hummer's DNA while integrating critical features like UltraVision, HD Surround Vision, and Super Cruise.

Seamless integration of ADAS features, Crab Walk, Watts to Freedom, and One-Pedal Driving ensured full control of the electric driving experience. William's emphasis on mobile phone platform integration and extension of services elevated the driving experience beyond the vehicle itself, enhancing overall ownership satisfaction.

Under William's direction, Hummer was the first automotive platform to utilize Epic Games Unreal Engine to add a level of sophistication and vibrance to the visual design while staying true to the usability standards and practices set by the team.

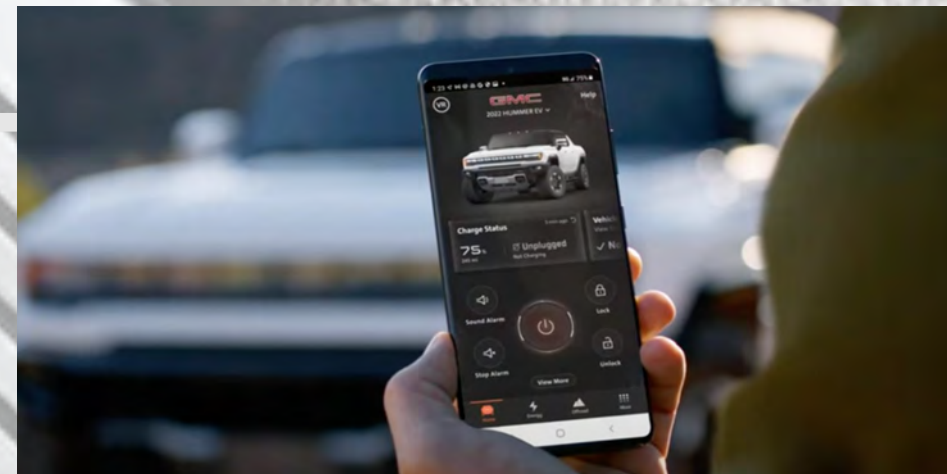
Role: Department Head

Skills: Research, Product Management + Strategy + Design, Production, Visualization, Creative Direction, Team Leadership, Human Factors

<https://www.gmc.com/electric/hummer-ev>

GMC HUMMER EV

UX GALLERY



GMC HUMMER EV

UX VIDEO



^ click image to play

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=QMS5NRPUWSM](https://www.youtube.com/watch?v=QMS5NRPUWSM)

Next Gen Digital Frontier

CHEVROLET SILVERADO + GMC SIERRA EV

With a brand legacy as strong as Chevrolet and GMC and a nameplates like Silverado and Sierra, expectations are high. When it comes to the UX platform, stakes are even higher.

Increased real estate on both the instrument cluster and ICS mean there are tons of places to add customer value. Personalization was key to the future experience and providing the user with a reconfigurable digital cluster was at the heart of it all. All new touch screens complimented the package by offering increase area for standard and user selectable information and of course more feature personalization.





2022 CHEVROLET SILVERADO

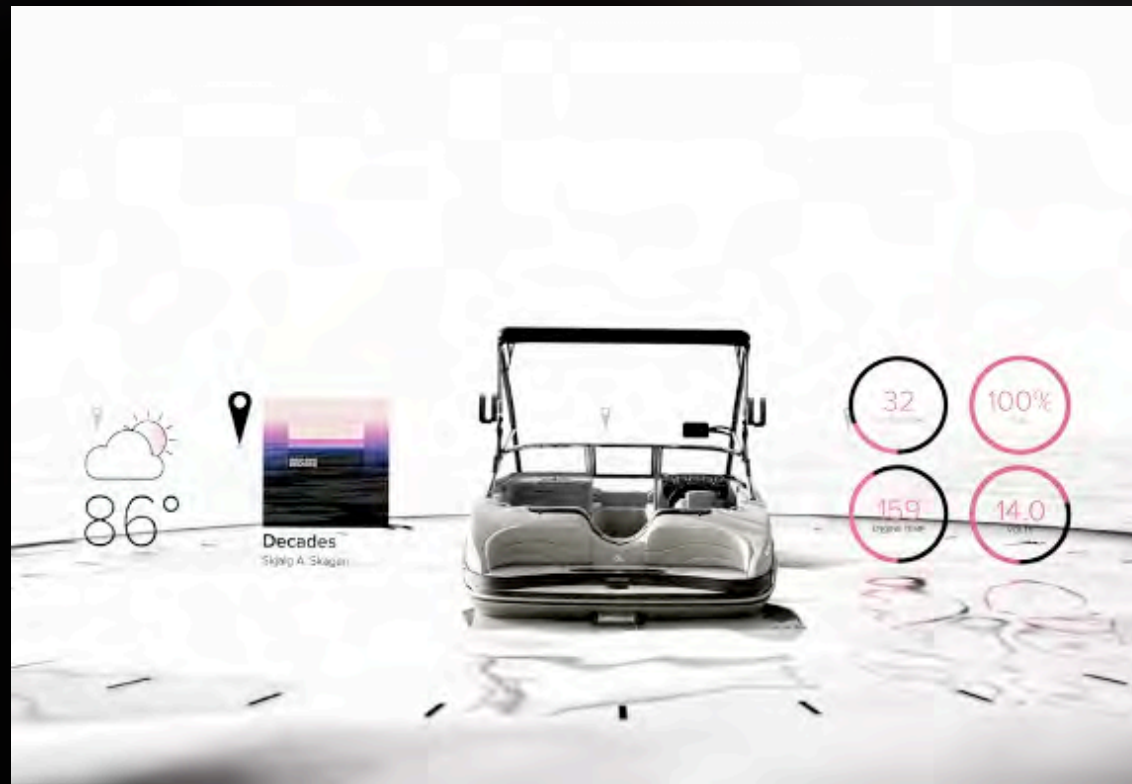
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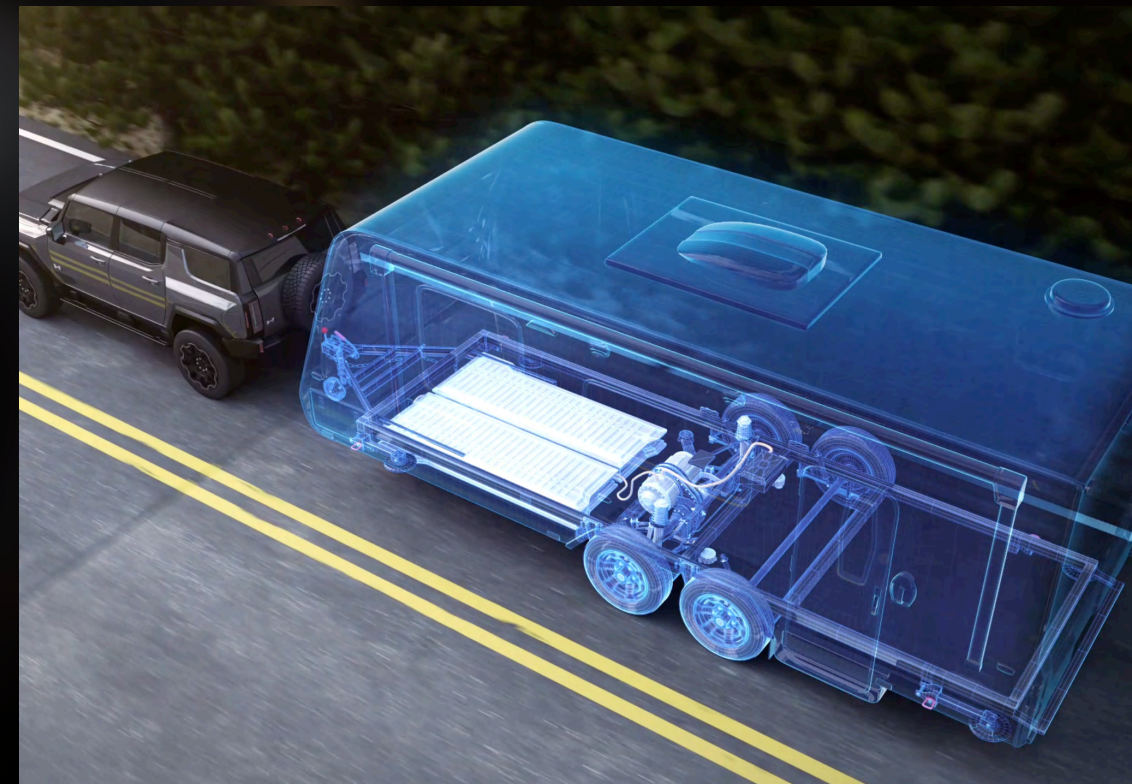
^ click image to play

[HTTPS://YOUTU.BE/S9DSUVJTDVK?T=545](https://youtu.be/S9DSUVJTDVK?t=545)

ADDITIONAL CASE STUDIES



RIGHTPOINT MOBILITY



ELECTROKNOX



VR + AI



UNIVERSITY OF MICHIGAN

RIGHTPOINT MOBILITY

As the Head of Mobility at Rightpoint, William was recruited to launch a new digital business vertical tailored to the Automotive, Marine, RV, and Retail sectors. His responsibilities encompassed oversight of all facets of operations, including business development, team recruitment, market research, client engagement, and project delivery. With a focus on driving development and execution of comprehensive product strategies, William fostered an inspirational and motivational environment, motivating interdisciplinary teams to exceed client expectations.

Under William's leadership, initiatives led to a remarkable increase in lead generation by 60%, tripled net new major OEM clients, yielded a 25% boost in revenue, and created multiple strategic partnerships. Additionally, he emphasized the critical integration of the mobile phone platform and extension of services, ensuring a cohesive and connected user experience across various mobility offerings. This strategic approach not only drove business growth but also solidified Rightpoint's position as a leader in the mobility industry.



RP MOBILITY

^ click image to play

<https://vimeo.com/74777707>

<https://www.rightpoint.com/industries/mobility>

ELECTROKNOX

BRINGING SOFTWARE DEFINED VEHICLES TO LIFE
(VIDEO DEMO UPON REQUEST)



We extend the electrification and connectivity trend into the RV space. Our expertise in research, design, and transformation allows us to create solutions that ensure a smooth transition to and ownership of electric RVs. Our focus is on simplifying the process, making it effortless for enthusiasts to embark on their electrified RV journey with confidence.

Connect with an electric RV, granting you remote access and control over various vehicle functions. Whether it's adjusting climate settings, monitoring battery levels, or locating charging stations, our goal is to app empower users to effortlessly manage your electric RV from anywhere. Stay connected, stay in control, and elevate your travel experiences.

ACTIVITIES

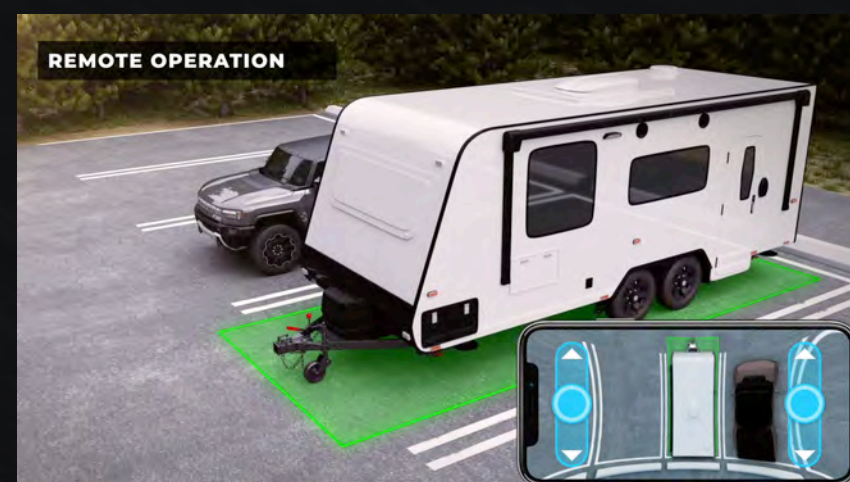
Research, Strategy, Visual Concept, Interaction Design, Product Design, 3D and Motion Design

OUTCOMES

POC for electrified vehicle chassis

Demo for connected remote experience

Provide Vision for an industry on the early stages of electrification



<https://www.electroknox.com/>



NEW RELEASES



COMING SOON...



INDUSTRY EXPERT + LECTURER

As a Lecturer at the University of Michigan, William has led the development and approval process for multiple curriculum and courses: most recently, Customer Experience Design and Product Management. Overseeing every aspect of course creation, from initial concept to content approval, William ensured alignment with educational objectives and industry standards, resulting in the successful launch of comprehensive, industry-relevant curriculum offerings.

Through his lectures, William equipped students with essential skills tailored for the next generation of connected automotive experiences, spanning research, opportunity and business analysis, design proposal creation, and presentation across various digital mobility products and services.

His contribution boosted student engagement and enrollment at UMSI, while also promoting industry-focused growth in the Automotive and Mobility sectors.

Role: Industry Expert + Lecturer


Skills: Course Development, Educational Leadership, Industry Alignment, Student Engagement, Automotive UX Expertise

<https://www.si.umich.edu/about-umsi/news/umsi-accelerates-automotive-ux-program-become-hub-industry-experts>

PERSONA

Who are we designing for?

She is looking to be informed of new products and have as frictionless of a Lease-End and purchase experience as possible. She is digitally savvy and prefers to shop and communicate electronically.



Kristen
Busy Small Business Owner

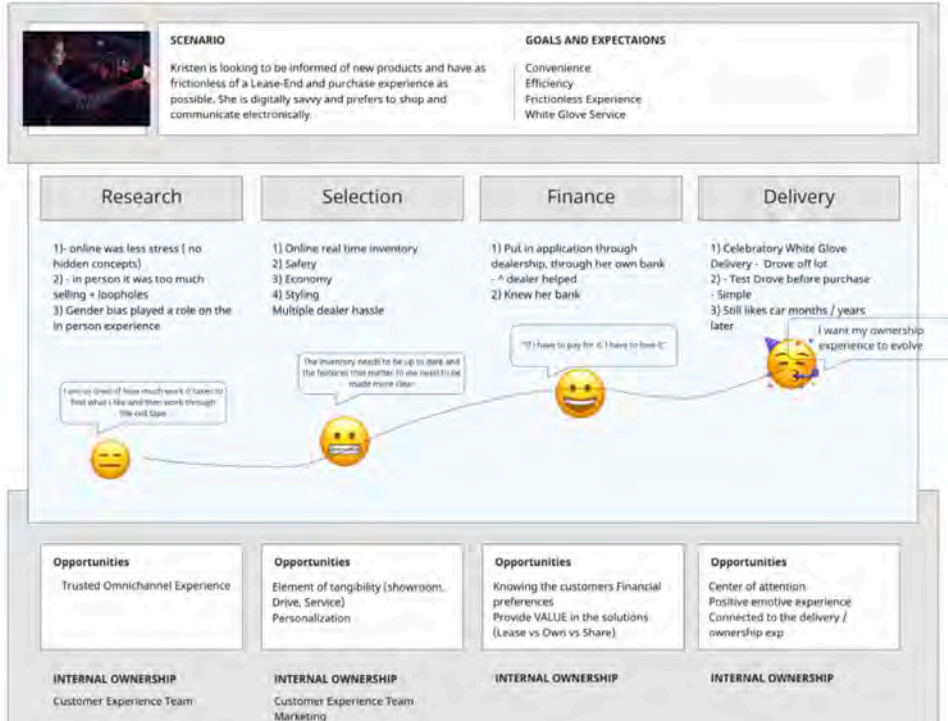
Kristen is nearing the end of lease on her current ID4. She is curious about her options, but as an active owner / operator of a small business she has little time to shop and values her free time greatly.

Real Estate Agent	Salary: 120,000
Chicago Suburbs	Pre Drive: CABIN CONDITIONING + SCHEDULING
Age: 45	Drive: Prep Time, decompression
Married, 2 children	Post Drive: Approach / Efficiency
Drives: MID SIZE EV CROSSOVER	

Values:
White glove service
Ease of finance
Time

Pains:
Stressed at dealer
Application process
- credit inquiries, etc
Gender bias played a role on the in person experience

JOURNEY MAP

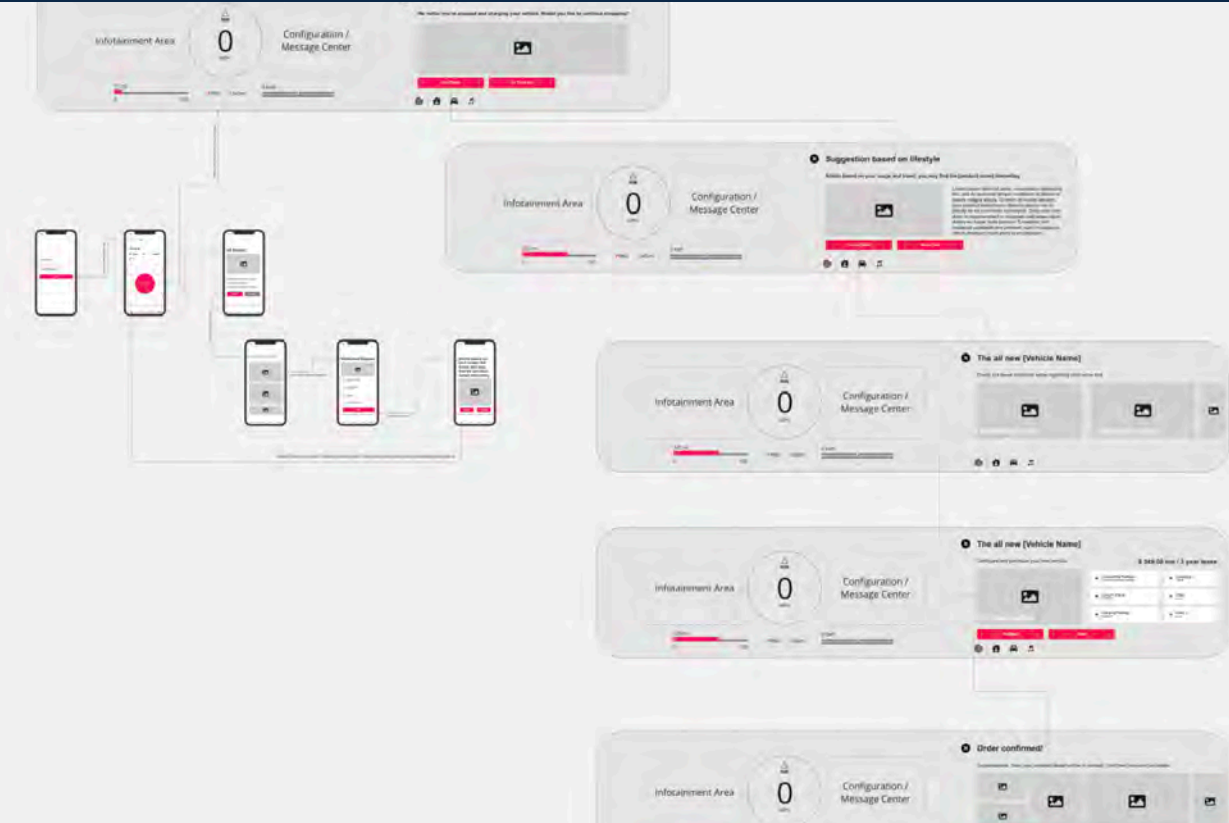


SCENARIO
Kristen is looking to be informed of new products and have as frictionless of a Lease-End and purchase experience as possible. She is digitally savvy and prefers to shop and communicate electronically.

GOALS AND EXPECTATIONS
Convenience
Efficiency
Frictionless Experience
White Glove Service

Research	Selection	Finance	Delivery
<ul style="list-style-type: none"> 1) online was less stress (no hidden concept) 2) in person it was too much selling + longlines 3) Gender bias played a role on the in person experience 	<ul style="list-style-type: none"> 1) Define real time inventory 2) Safety 3) Economy 4) Styling Multiple dealer hassle 	<ul style="list-style-type: none"> 1) Pull in application through dealerships, through her own bank - dealer helped 2) Knew her bank 	<ul style="list-style-type: none"> 1) Delivery White Glove Delivery - Drive off lot 2) Test Drive before purchase Sample 3) Still likes car months / years later
<p>Opportunities</p> <ul style="list-style-type: none"> Trusted Omnichannel Experience 	<p>Opportunities</p> <ul style="list-style-type: none"> Element of tangibility (showroom, Drive, Service) Personalization 	<p>Opportunities</p> <ul style="list-style-type: none"> Knowing the customer's Financial preferences Provide VALUE in the solutions (Lease vs Own vs Share) 	<p>Opportunities</p> <ul style="list-style-type: none"> Center of attention Positive emotive experience Connected to the delivery / ownership exp
INTERNAL OWNERSHIP Customer Experience Team	INTERNAL OWNERSHIP Customer Experience Team Marketing Sales	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP

THE SOLUTION USER FLOW



Miro Link
<https://miro.com/app/board/usi7vgEMhEY?>



Bill Thompson 

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Detroit, MI

Thank you. **Let's Connect.**