

# WILLIAM THOMPSON

CX + PRODUCT DESIGN LEADER | EDUCATOR

## Professional Summary

Customer Experience + Product Design Leader and Educator with 20 years of expertise crafting products that drive business objectives and add meaningful customer value. Track record for success in organizational transformation, business line establishment, strategic partnership cultivation, and talent development. Focused on delivering innovative global products across web, mobile, mixed reality, and in-vehicle platforms.

## Work History

### Rightpoint - Head of Mobility

04/2022 - Current

- Recruited to launch new digital business vertical tailored to Automotive, Marine, RV, and Retail (mobility) sectors
- Oversight on all facets of operations, including business development, team recruitment, market research, client engagement, and project delivery
- Drove development and execution of comprehensive product strategies, across ranges of digital platforms and clients
- Cultivated inspirational and motivational environment driving interdisciplinary teams to deliver above client expectations
- Resulting initiatives increased lead generation by 60%, tripled net new major OEM clients, yielded 25% boost in revenue, and created multiple strategic partnerships

### University of Michigan - Lecturer

01/2022 - Current

- Led end-to-end development and approval process for two courses: Customer Experience Design and Product Management (Fall 2024)
- Oversaw all aspects of course creation, from initial concept to final content approval, ensuring alignment with educational objectives and industry standards. Resulted in successful launch of comprehensive, industry-relevant curriculum offerings, driving student engagement and enhancing learning outcomes

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📍 Detroit, MI 48236

🌐 [www.wthompsondesign.com](http://www.wthompsondesign.com)

📄 Case Studies |  
<https://rb.gy/8f2gtb>

🌐 LinkedIn - Bill Thompson

## Skills

- Creativity
- Story Telling / Presentation
- Business Development
- Design Thinking
- Team Building
- Strategy and Tactics
- Research
- Workflow + Process Design
- Creative Direction
- Visual Design (UI)
- Interaction Design (UX)
- Product Management

## Education

### Rochester College

Rochester Hills, MI  
BBA

### Macomb Community College

Warren  
Associate of Applied Science

- Deliver lectures, instruct and develop student's essential skills for success in next generation connected automotive experiences including research, opportunity and business analysis, design proposal creation and presentation across ranges of digital mobility products and services
- Contributed to increased student enrollment for UMSI and promoted industry focused growth for talent pipelines in Automotive and Mobility industries

### **General Motors - Sr User Experience Manager**

12/2004 - 11/2021

- Responsible for growth and restructuring of UX department from 35 FTEs to 130+ over 18 months
- Introduced new professional disciplines, tools, systems and processes to modernize design and business practices resulting in faster iteration and promote defect-free delivery
- Managed \$30 million department operating budget to support production and concept vehicle programs, ensuring efficient resource allocation and project success
- Drove UI/UX design efforts from concept to production, including theme and feature development, interaction modeling, user research, planning, prototyping, testing, iteration, marketing communication, and software validation
- Guided and mentored interdisciplinary teams of UX researchers, designers, strategists, planners and agencies to bring generations of award winning products to market
- Successfully launched 80+ vehicles and multiple award winning products (from ICE to EV) including web and mobile applications across seven brands globally

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### **Awards**

- Wards Auto Best UX - 2023 Cadillac Lyriq, 2021 Cadillac Escalade, 2021 Chevrolet TrailBlazer, 2017 Buick enclave
- Eyes On Design - 2015 Buick Avenir Concept, 2014 Cadillac ELR
- Popular Mechanics Top Gadget - Cadillac CUE

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### **Certifications**

- Leading SAFe - Scaled Agile (SAFe 5) (2020)
- Harvard Emerging Leader (Harvard Business Review 2017)
- Robert Cooper Breakthrough Intelligence
- The Extraordinary Leader
- Team GM Transformers
- Workplace of Choice Committee Chair

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### **Links | Articles**

- 2022 Chevrolet Silverado | <https://youtu.be/S9DSuvjtDvk?t=608>
- 2023 Cadillac Lyriq | <https://tinyurl.com/Outside-Automotive>
- 2023 Cadillac Lyriq | <https://2021.motionawards.com/cadillac-lyriq-in-car/>