

Intro – What made Ghost better?



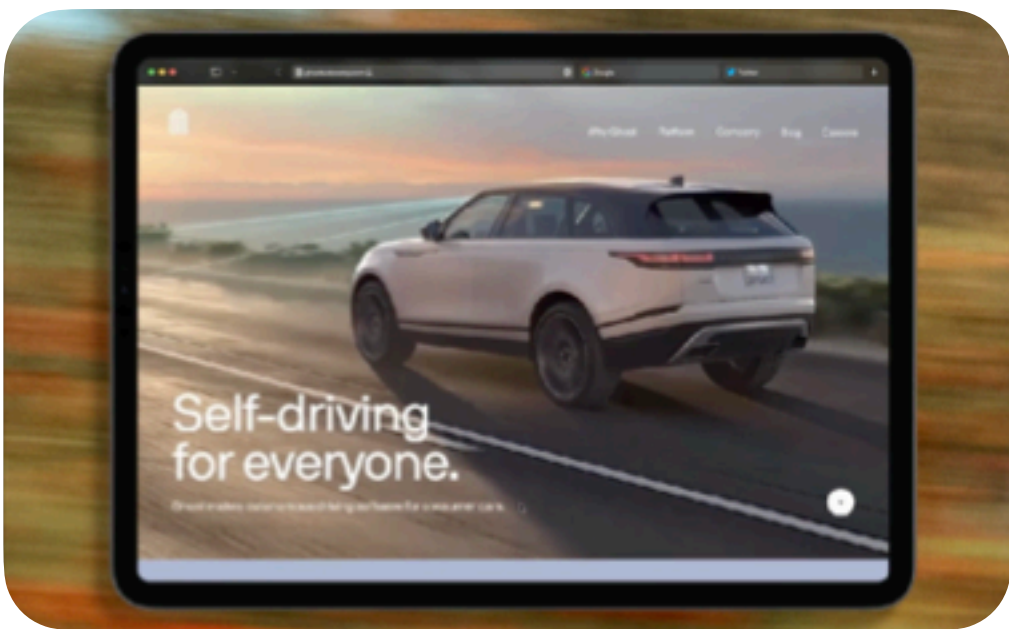
Elegance & Intelligence

Design hardware and interface that blends in with the car and is “invisible”



End-to-End Platform

By controlling the hardware and the software



Scalability

Ghost cost 1/10 the price of any other self-driving platform available at the time.

Design as a Strategic Asset

My Design Leadership Impact

Brand & Creative Design

- Built an in-house brand design studio, where designers worked on advancing the company brand
- Drove collaboration with hardware and software designers to champion the brand across the company

Hardware Design

- Managed and led a team of industrial designers to design 4 generations of autonomous driving hardware

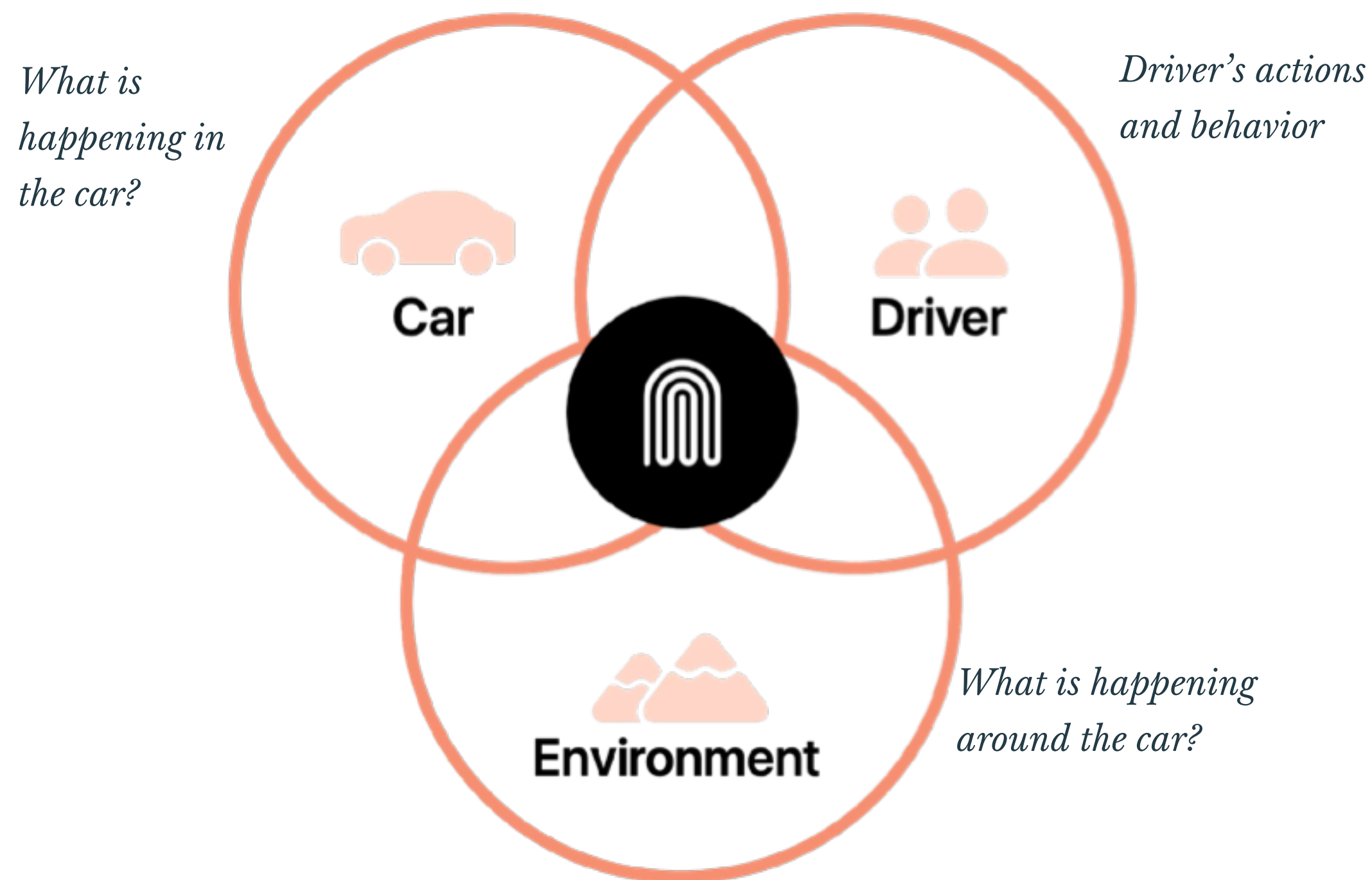
Software Product Research & Design

- Architected a new GhostOS Human-Machine Interface (HMI) stack based on low-power GPUs, 3D game engines, and AI/LLMs

Intro – How did Ghost work?

The foundations of the intelligence...

In order for a system to be intelligent it had to be aware of the situation **at any time**. Ghost **continuously evaluated data** from sensors and derived data across the three areas below to create an **experience of “understanding the driver’s intentions”**.



The Design Challenges

Brand & Creative Design

- How do you build a brand around a product that is not visible?
- How do you make the brand feel differentiated and fit the company values without feeling like another auto product?

Hardware Design

- How do you design a product that blends in with existing car maker design?

Software Product Research & Design

- How do you create interfaces without introducing completely new paradigms?
- What is the most intuitive and safe interface for a driver?
- How can you introduce a product and convince a user to trust it?