

Background & Introduction

What was Ghost?

Beyond Autonomous Driving

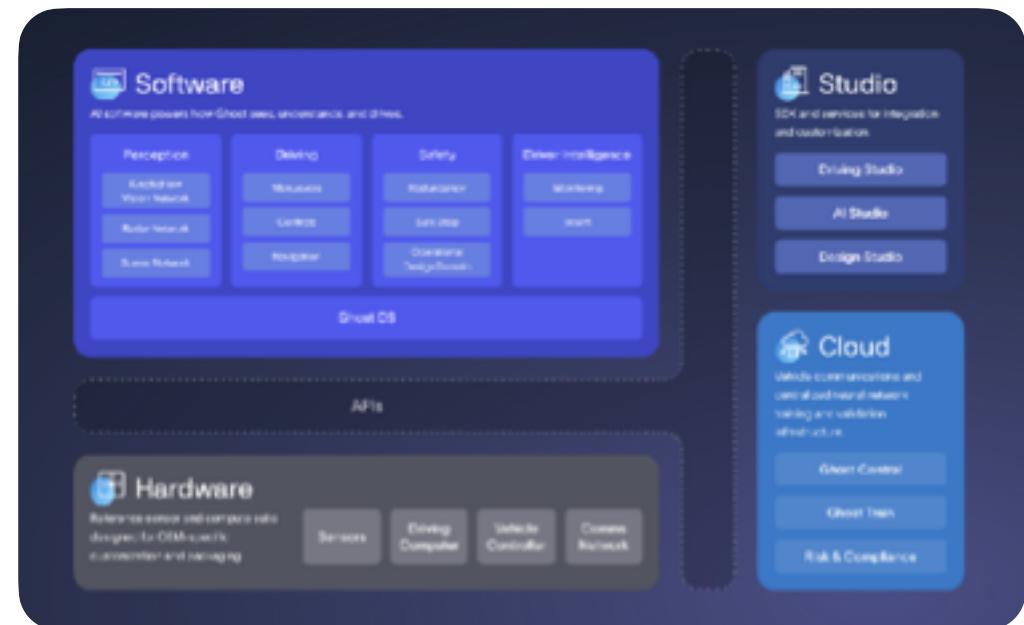
- Our mission was to create an intelligent system that is able to make **logical decisions based on data in the context** of the environment, vehicle, and driver.
- Ghost was more than about driving as in getting from A to B without touching the steering wheel. It was and **end-to-end platform** from software, hardware, and data that transformed the car into an embodied AI
- It was a project to **reimagine Human-Machine-Interfaces** in vehicles that pushed the boundaries of the understanding of vehicle UIs
- The goal at Ghost was to create a **seamless partnership** between human and vehicle where control can shift naturally like a dance between driver and the system.

Intro – What made Ghost better?



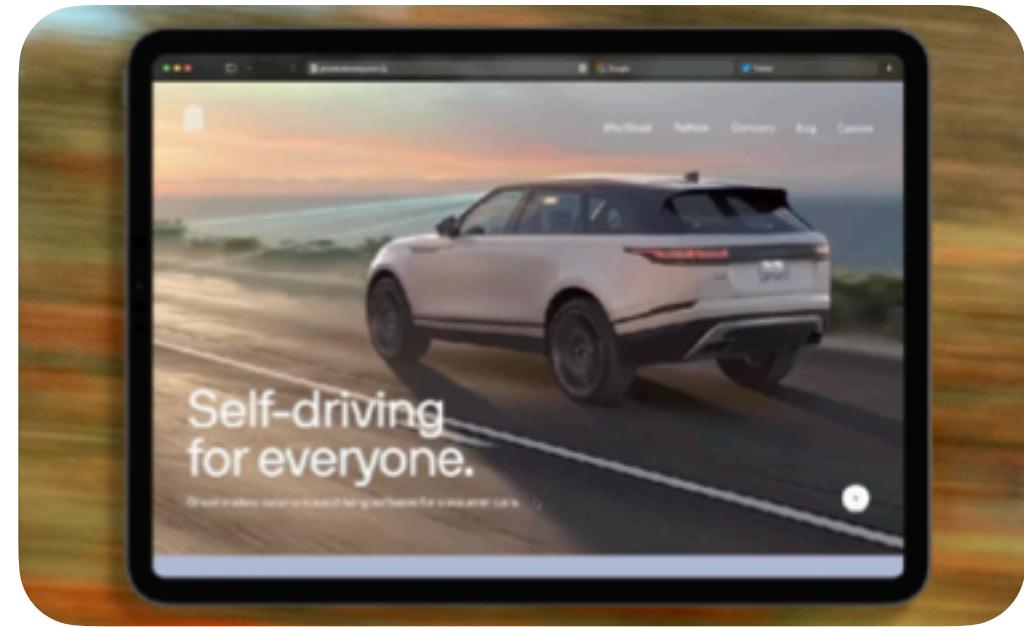
Elegance & Intelligence

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