

My Roles and Responsibilities at Ghost



The Ghost Story

Ghost Autonomy’s goal was to make self-driving for everyone. We built autonomous driving software for automakers, based on a breakthrough in artificial intelligence that finally makes highway autonomy safe and scalable for the consumer car market.

Ghost is backed by investors including Mike Speiser at Sutter Hill Ventures, Keith Rabois at Founders Fund, and Vinod Khosla at Khosla Ventures.

Head of Design

I acted as a hands-on design partner and member of the founding team looking to ship Ghost’s first iteration of their product to market, I spent the first few years as a solo designer helping the company tackle all design related aspects: from research and strategy, to hands-on Product Design, to fundraising and fundamental brand work.

- Brand
- Industrial Design
- Haptics & Hardware Interface Design
- Customer & Digital Product Experience

Product Owner - Human-Machine Interface (HMI)

I served as the lead of the HMI project at Ghost, a product that spanned all surfaces of our autonomy stack: the software/hardware architecture, human inputs, sensors, optics, neural networks, safety and redundancy, and vehicle actuation. Working across departments, I collaborated with experts in engineering and product to implement our vision of a software-defined vehicle.

- Software-Defined Vehicles
- Product Strategy
- Applied AI

What I did at Ghost

Brand and Creative Design

World Class Studio

As the Head of Design, I built an in-house brand design studio, where designers worked on advancing the company brand and collaborated with hardware and software designers to champion the brand across the company.

