

A person is driving a car, seen from the driver's perspective. The image is heavily tinted with a dark blue color. The steering wheel, dashboard, and side mirror are visible. A person's face is partially visible in the side mirror. A white rectangular box with a thin border is centered over the image, containing the name and contact information.

WILLIAM THOMPSON

LEADER | EDUCATOR | CONNECTOR

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BIO

WILLIAM THOMPSON

As a product and experience leader, I focus on building what’s next: platforms, partnerships, and teams that deliver meaningful outcomes for users and the businesses that serve them. Over the past 20 years, I’ve worked across automotive, edtech, and emerging technologies, translating strategy into scalable, human-centered solutions.

At GM, I led a UX transformation that brought design and product ownership in-house, helping the company regain control of its digital cabin portfolio and prepare for the Software-Defined Vehicle era. Since then, I’ve supported organizations like Rightpoint and Aquent in launching new business verticals and reimagining how technology meets human need through immersive platforms, next-generation customer experiences, and industry-aligned talent strategies.

At the University of Michigan, I bring real-world experience into the classroom, preparing the next generation of designers, product managers, and experience leaders to be workforce ready from day one.

At every stage, my work centers people first: designing with empathy, leading with clarity, and building ecosystems that move teams and industries forward.

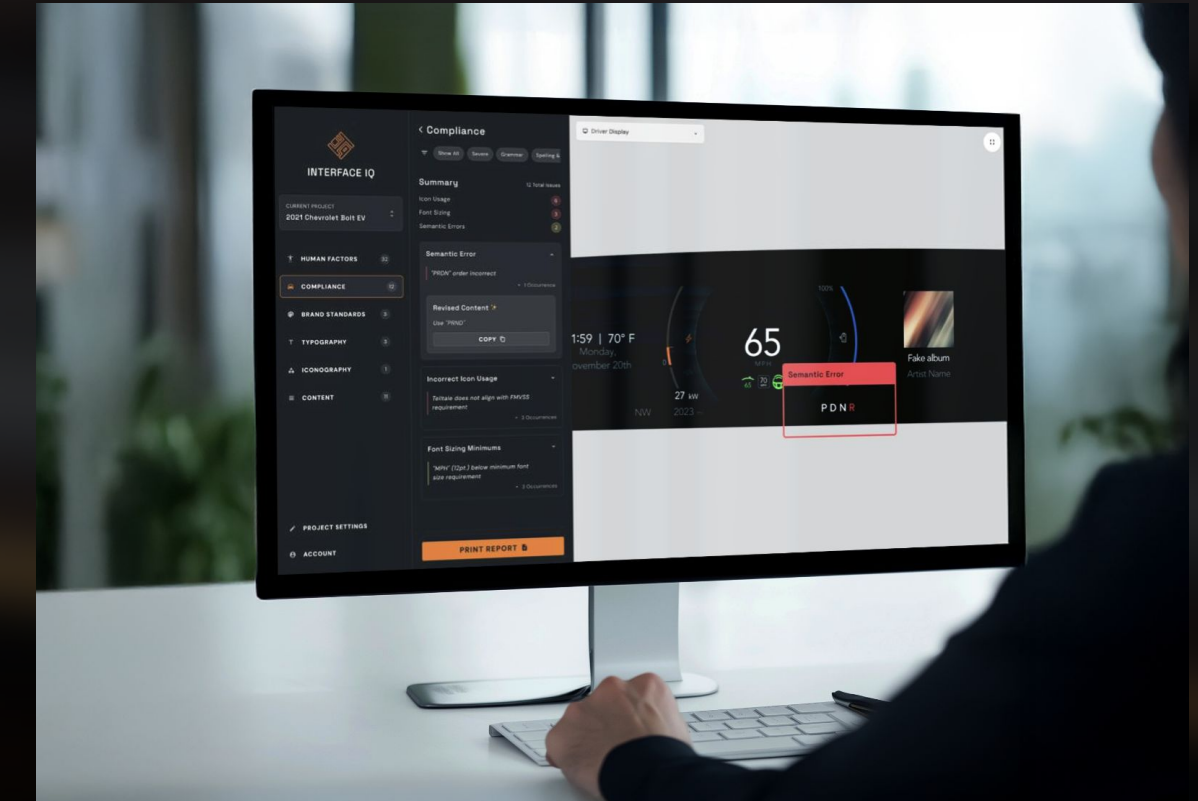
CASE STUDIES



UNIVERSITY OF MICHIGAN



AQUENT



IQ LABS



ELECTROKNOX



RIGHTPOINT



GENERAL MOTORS

LECTURER + INDUSTRY CONNECTOR

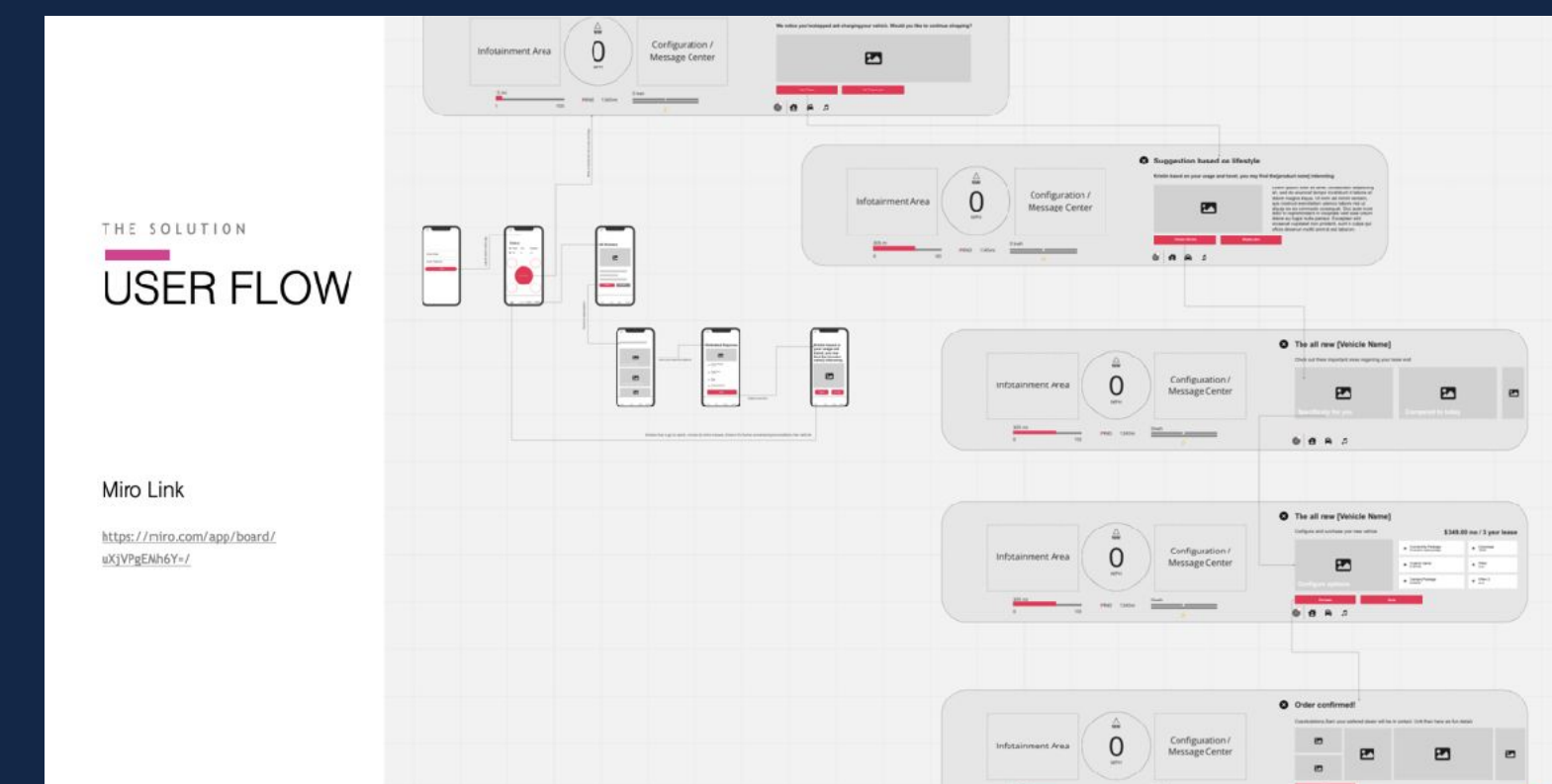
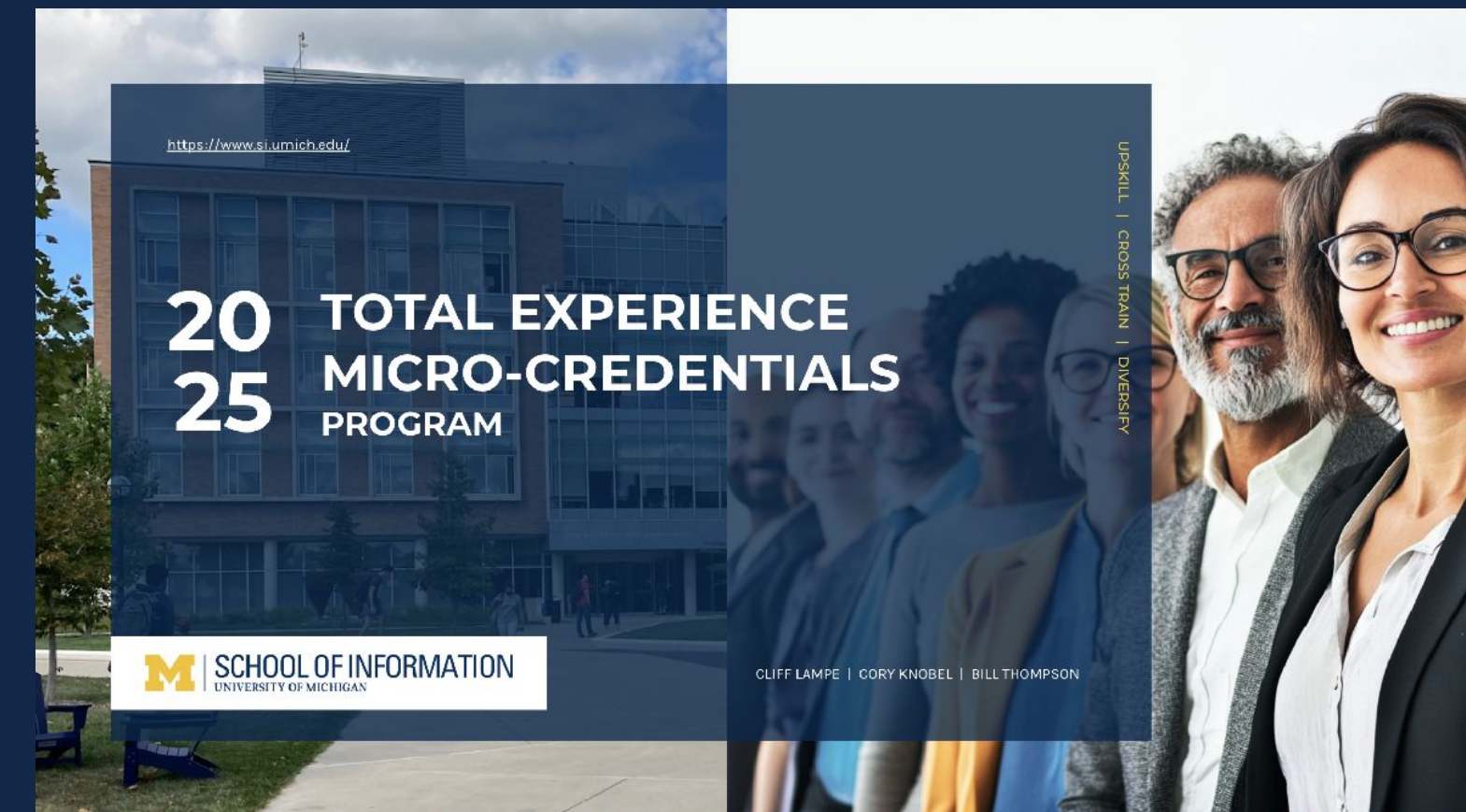
At the University of Michigan School of Information, I teach at the intersection of education, industry, and innovation. My role as Lecturer is grounded in a core belief: product strategy and customer experience thinking belong in the classroom as much as they do in the boardroom.

I've designed and led courses like Customer Experience Design in the Automotive Industry and Foundations in Product Management: Concept to Market, which prepare students to thrive in fields shaped by connected ecosystems, digital transformation, and emerging technologies. These courses combine UX, business strategy, and storytelling, giving students the tools to design with empathy and lead with clarity.

From microcredentials to market analysis, my work at U-M bridges academia and industry. I've co-chaired curriculum initiatives that align directly with employer needs, helping students graduate with practical, portfolio-ready experience. Whether coaching a final design pitch or guiding students through customer journey mapping and product-market fit, I aim to create learning environments that reflect the pace and complexity of modern work.

This work is not just about education. It is about shaping and placing a future-ready workforce, embedding human-centered thinking into the next generation of product professionals and leaders.

[Read more about UMSI's automotive UX initiatives here.](#)





Jeep

02 Inspiration

Spirit of Product in the Digital Realm

Guided by the "Confidant & Capable" philosophy, every UI element including screen layouts, transitions, and notifications fosters robust yet intuitive design.

For Jeep Grand Cherokee owners who balance day-to-day routines with adventurous getaways, functional clarity delivers instant insight into speed limits and lane-keeping visuals.

By embracing simplicity and approachability, advanced features remain easily accessible, while consistent patterns, quick load times, and adaptable layouts reinforce user confidence in any setting.

GRAND CHEROKEE



AQUENT

DIRECTOR OF AUTOMOTIVE + INNOVATION

At Aquent, I lead automotive innovation at the intersection of talent strategy, product delivery, and experience design. My focus is on helping OEMs and mobility partners navigate the shift to Software-Defined Vehicles by integrating immersive technologies and AI into scalable, human-centered solutions.

I built and led a dual-track organization that combined strategic business development with delivery excellence. This included closing a major OEM account and securing new supplier status, while guiding cross-functional teams through high-impact projects. My teams blended design, prototyping, and AI-powered tools to accelerate development and elevate the user experience.

To future-proof talent pipelines, I launched the HOTT program (Hire, Onboard, Train, Transfer), aligning industry needs with emerging skill sets in AI, UX, and immersive media. I also led the creation of experiential tools like the Configuration Demo and Simulation Experience, helping clients visualize connected ecosystems and customer journeys through interactive environments.

From AI-driven product creation to real-time 3D platforms, my work delivered not just speed and scale, but clarity, engagement, and a competitive edge in a rapidly evolving mobility landscape.



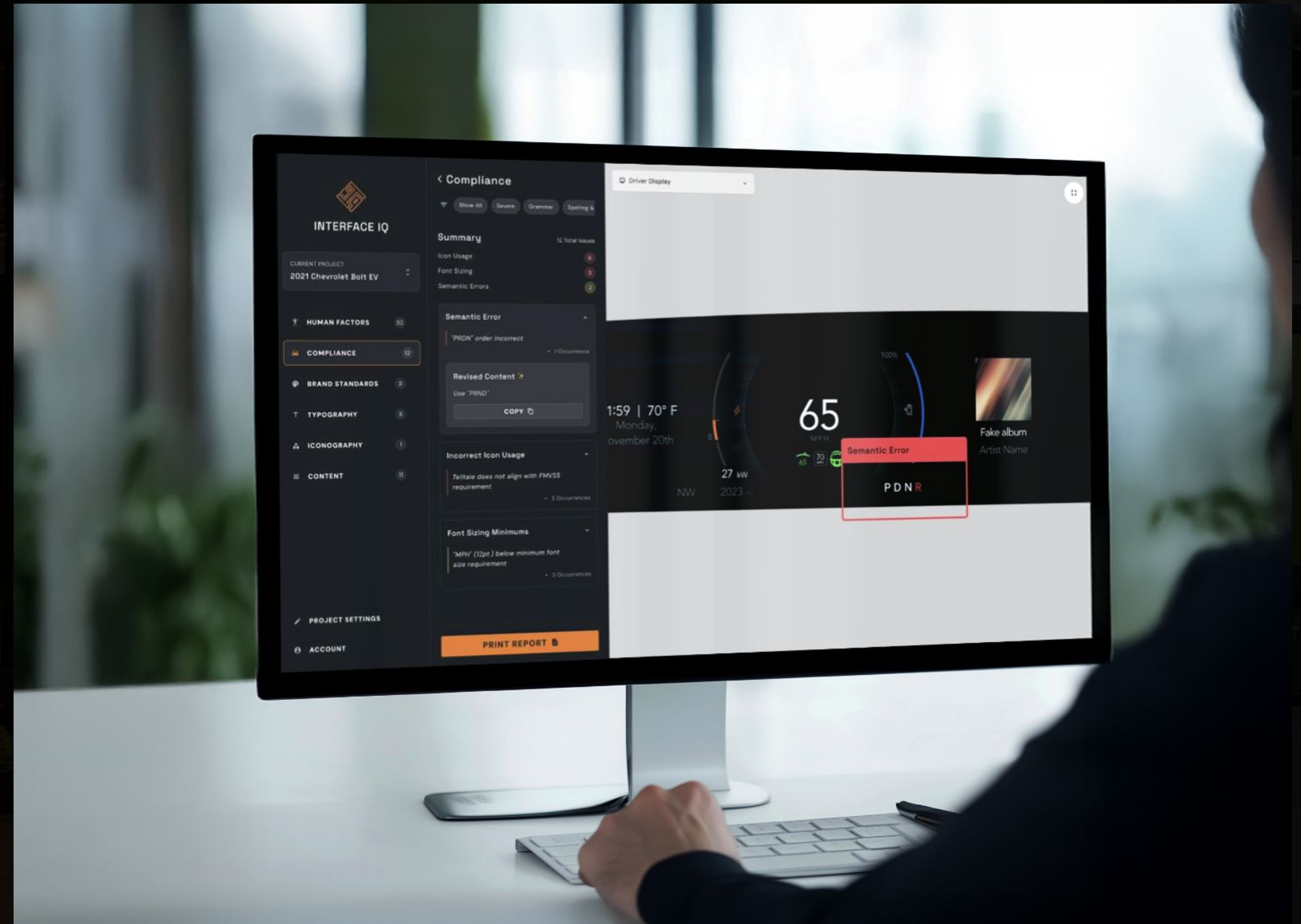
Driving Human-Centered Innovation in the SDV Era

At IQ Labs, I serve as a board advisor, guiding the strategic direction of a company rethinking how design, compliance, and innovation come together in the age of evolving compliance and regulation. My focus is on translating deep industry complexity into actionable insights that support scalable, AI-enabled solutions.

IQ Labs empowers design and engineering teams with smarter ways to work through tools like Interface IQ, which integrates real-time regulatory intelligence and user feedback directly into HMI workflows. I contribute by advising on product strategy, UX alignment, and go-to-market positioning for clients navigating the future of connected vehicle ecosystems.

Through initiatives like SnapAssess, Academy, and LaunchLab, we help teams move faster, reduce risk, and bring more human-centered precision to how vehicle experiences are designed and validated. My role supports not only what we build, but how we deliver value across product teams, partner ecosystems, and organizations in transformation.

<https://www.iq-labs.ai/>



IQ SnapAssess



IQ Academy



IQ LaunchLab

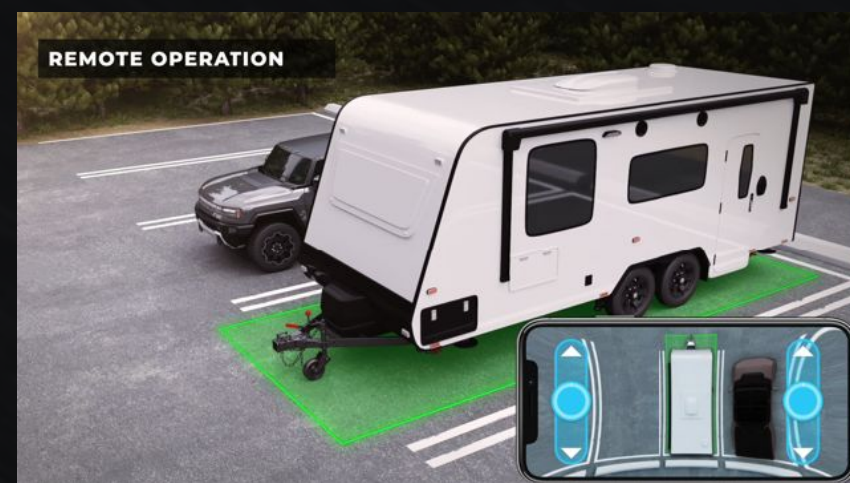
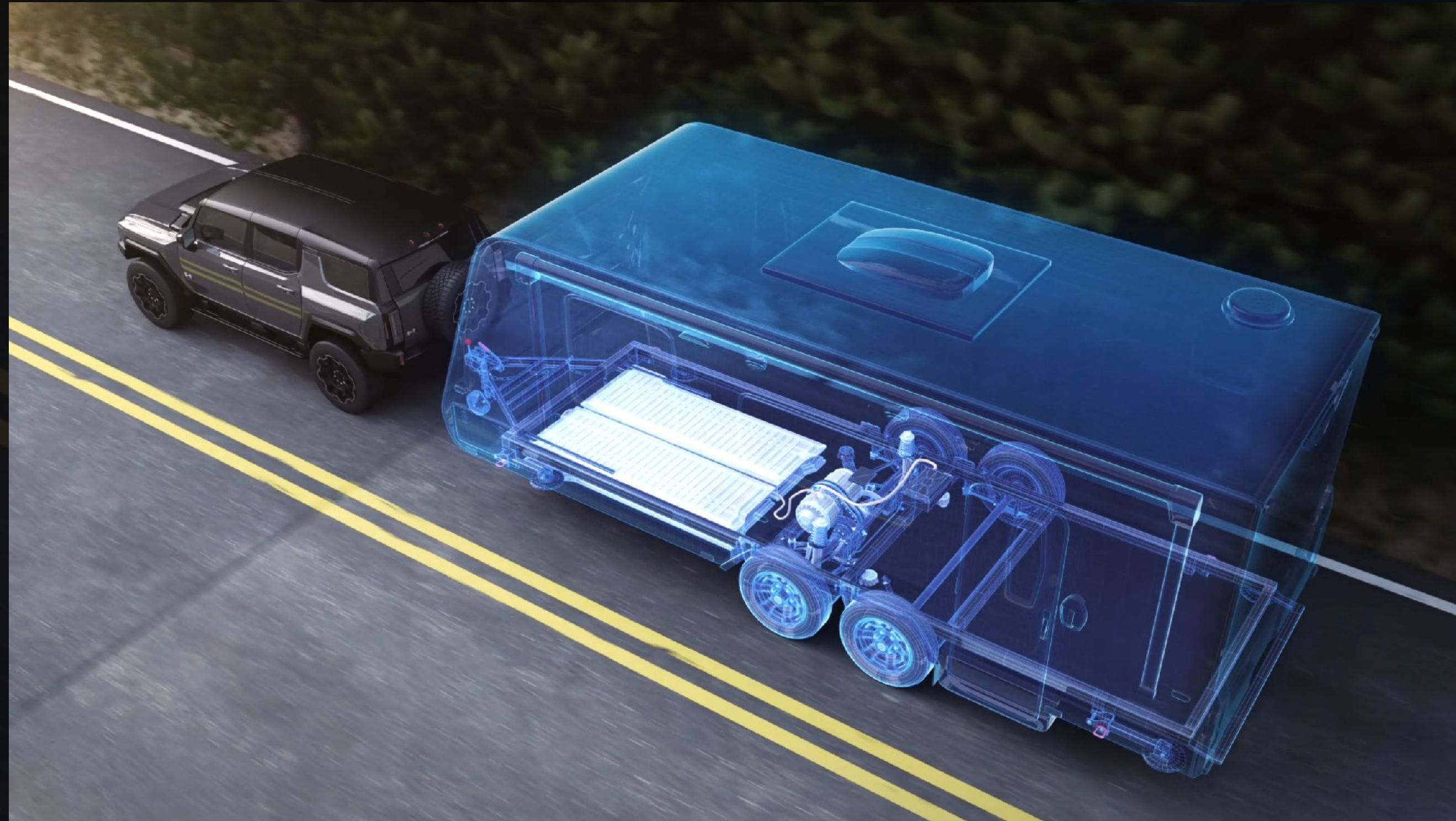
ELECTROKNOX

Reimagining RV Experiences Through Electrification and Connectivity

At ElectroKnox, I provided strategic guidance at the intersection of electrification, user experience, and remote access technology. My role focused on shaping the future of connected RVs by simplifying the ownership journey and creating intuitive interfaces that give users confidence and control wherever they travel.

I supported the team with research, product strategy, and experience design. This includes defining early prototypes for electrified vehicle platforms and exploring how connectivity can extend the comfort and functionality of electric RVs. I helped design interactive controls for key systems like battery monitoring and climate adjustment that work seamlessly across mobile and in-vehicle environments.

We developed a proof of concept for an electrified chassis and a connected experience demo to showcase the value of remote access. These early innovations offer a clear path forward for an industry entering its next phase and help lay the foundation for experiences that are both empowering and easy to use.



RIGHTPOINT MOBILITY

Launching a New Vertical for the Future of Movement

At Rightpoint, I was brought on to launch and lead a new digital business vertical focused on the evolving needs of the Automotive, Marine, RV, and Retail mobility sectors. My role combined business development, team building, client strategy, and hands-on product leadership to help establish a vision and drive execution from the ground up.

I built the mobility vertical into a fully functioning line of business, overseeing everything from market research and recruitment to stakeholder engagement and delivery strategy. By aligning emerging technologies with human-centered design and product thinking, I helped clients reimagine how their services connect across platforms and experiences.

Under my leadership, the team increased lead generation by 60 percent, tripled new OEM partnerships, and delivered a 25 percent boost in revenue. I also led efforts to extend mobile and connected services, ensuring that each touchpoint, from the vehicle to the phone, delivered a cohesive and intuitive experience. This work helped position Rightpoint as a trusted partner in next-generation mobility innovation.

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



RP MOBILITY

^ click image to play

General Motors

UX / CX Transformation



01 PROBLEM

Our in-vehicle UX was scattered across internal teams and external vendors, slowing releases and creating gaps in quality and traceability. As the shift to Software-Defined Vehicles accelerated, we lacked the control to keep up with our evolving vision.

02 EMPATHY

Designers lacked tools, teams lacked alignment, and leadership lacked a clear roadmap to success. As Head of UX, I saw more than gaps, I saw a chance to restructure and take back ownership of GM's global digital cabin future.

Role: Head of User Experience

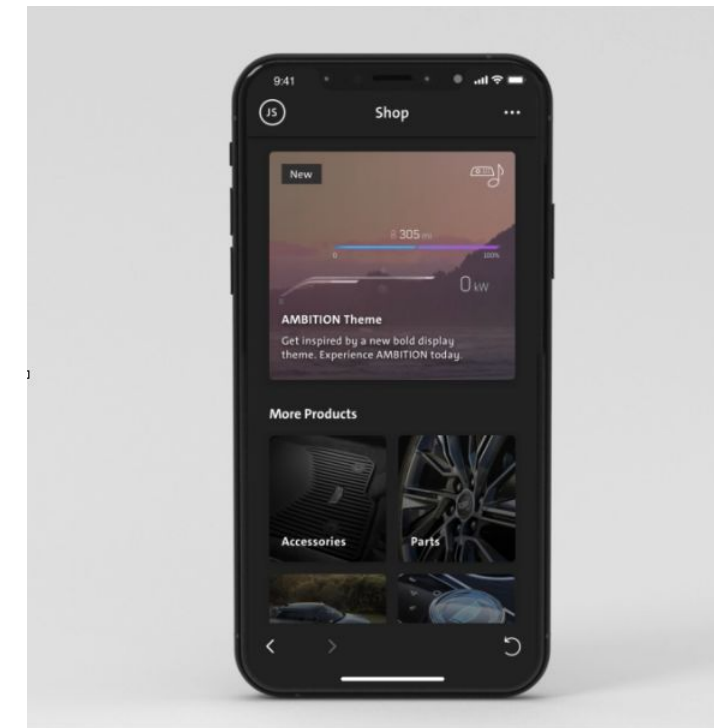
Team Responsibilities: 130+ Designers, Managers, Researchers, Developers, Strategists, Copywriters, Engineers, Product + Project Managers

Platform: Software Defined

Tools: Sketch, Figma, Jira, Unreal Engine



GMC



In leading the UX transformation, I helped lay the foundation for GM's shift toward a unified, software-and-services-driven organization. By aligning product vision with cross-functional execution, we moved from fragmented initiatives to a more cohesive, experience-led approach—setting the stage for a company-wide evolution in how digital products are imagined, built, and delivered.



03 ACTION

Secured and allocated a \$30M budget, scaled a multidisciplinary UX organization, and invested in upskilling the team. We rolled out Agile methodologies, initiated cross-functional stakeholder reviews, and introduced strategic tools like PRDs, journey maps, personas, and KPIs to align execution with vision.



04 RESULTS

Accelerated release cycles by 60% and gained full control from concept to launch. Our systems power over 40 million connected vehicles, supports design variation and downloadable content, and has earned multiple UX/UI awards for innovation and execution.



05 LEARNINGS

Owning the digital cabin is more than a technical shift, it's a cultural one. We learned that bold vision, agile delivery, and cross-functional trust are key to designing future-ready experiences. This foundation now fuels GM's SDV platforms, enabling continuous innovation on their terms.



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