Andre Elijah

Product & Experience Design

Bay Area + Los Angeles, CA
Andre@AndreElijah.com

I design and prototype experiences that make complex choices and everyday interactions feel clear and approachable. My work combines interaction and interface design, visual direction, and hands-on prototyping across commerce, health, and entertainment. At Apple, I build digital shopping prototypes that connect customer needs with technical feasibility. Independent iPhone concepts extend that practice into conversation, sound, gesture, and storytelling.

Experience

Apple Inc. | WW Spatial Computing Experience Strategist

Cupertino, CA | April 2025 - Present

- Build working experience prototypes to evaluate customer value, test assumptions, and inform product and experience direction for digital shopping.
- Combine commerce strategy and interaction design to explore customer experiences, balancing usability, emerging technology, and technical feasibility.
- Develop experience principles, roadmaps, and executive narratives that align design, engineering, product marketing, and operations around customer and business priorities.

Andre Elijah Immersive | Founder & Creative Director

Toronto + Los Angeles | 2015 - 2025

- Built and led a profitable interactive studio; owned opportunity framing, prototyping, creative and technical direction, resourcing, delivery, QA, and the P&L.
- Alo Yoga: originated a mixed-reality fitness product, secured brand participation and Meta funding, developed the curriculum with Alo trainers, and led product development.
- New-home commerce: built a VR sales experience that let buyers customize homes before purchase, translating architectural visualization into a customer decision tool.
- Penumbra REAL: developed a physiotherapy and rehabilitation experience, extending an existing health platform through interactive VR.
- Snap and Qualcomm: built prototypes to inform platform product decisions; served as a Snap AR Creator in Residence and led Snapdragon Spaces developer samples and documentation.
- Led 17 Fortnite music experiences for Interscope and Epic Games, and directed Amid Evil VR and Jupiter & Mars Definitive Edition.

New Blood Interactive | Head of VR

Toronto + Los Angeles | 2022 - 2024

- Directed Amid Evil VR, balancing interaction, fidelity, comfort, performance, and player expectations across VR platforms.
- Iterated demo builds nightly from live PAX East playtesting; more than 1,000 attendees experienced the booth's headset demos during the event.

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Selected Interface Concepts

- Orbit: an iPhone shopping prototype that brings questions, comparisons, and product configurations into one conversation. Combined direct manipulation and progressive detail to support reconsideration without losing context.
- Stillward: an iPhone and iPad concept for listening, breathing, and focus. Designed fading controls, adjustable sound and motion, and gentle session cues, with Dynamic Type, VoiceOver, and Reduce Motion informing the experience.
- Pigment: an iPhone and iPad printmaking concept built around tactile color selection, tap-to-fill, pinch, pan, and undo. Designed a completion state in which tools and numbers recede, leaving the finished print ready to export.
- Interaction sketches: Liner connects album notes to listening; Previously uses a watched-episode boundary to protect story discovery; Thread supports topic-based podcast listening with a precise return to the original episode.

Additional Experience

TRIPP, Inc. | Chief Operating Officer (Contract / Interim)

Los Angeles, CA | 2023

- Selected by the Board for an interim operating role. Strengthened coordination across product, engineering, and partnerships; led TRIPP's first strategic meeting with Google.

Vancouver Film School | VR + AR Advisory Board

2021 - 2024

- Advised on curriculum and industry alignment; reviewed immersive work and guided toolchain and portfolio quality.

Earlier Design and Production

Freelance | Interactive Production Artist

2008 - 2015

- Delivered design, motion, interactive, and digital production across Toronto agencies for Hudson's Bay Company, Coca-Cola, and FIFA World Cup.

Film Production | RED Camera Workflow Specialist

2006 - 2011

- Led on-set and post-production RED workflows, including international documentary work for Radio Television Hong Kong and the 10-camera shoot for Beyoncé: Live at Roseland: Elements of 4.

Design Practice and Tools

Interaction and interface design, visual direction, experience strategy, working prototypes, user research, executive storytelling, and cross-functional leadership.

Sketch, SwiftUI, Photoshop, Illustrator, After Effects, Blender, Unreal Engine, Unity, RealityKit, ARKit, WebGL, and Lens Studio. AI-assisted prototyping with OpenAI Codex and Claude Code.

Education and Selected Recognition

Ryerson University | BFA, New Media | 2012

Epic MegaGrant, 2021. Communication Arts Interactive Annual judge, 2023. Raindance Immersive nominations for Best Immersive Game and Best Immersive Experience for Social Impact, 2022.