

Andre Elijah

Business Leader • Spatial Computing • Design Engineering •
Gameplay

213-705-6945 • Andre@AndreElijah.com
www.AndreElijah.com • Bay Area + Los Angeles, CA

Mission

- I am a business leader, spatial computing strategist, design engineer, and creative technologist who turns emerging technology into working products, platforms, games, and experiences.
- I pair business acumen, P&L ownership, and deal-making with product strategy, interaction design, realtime 3D, engine integration, and device validation—bridging executive decisions with hands-on implementation.
- I lead cross-functional teams and use AI-assisted engineering workflows to accelerate research, prototyping, debugging, testing, and delivery while retaining product judgment and accountability.

Highlight

- Built Andre Elijah Immersive into a profitable AR/VR studio generating multi-million-dollar revenue with approximately 70% average operating margins.
- Led 17 Fortnite music experiences for Interscope and Epic Games, including work for Billie Eilish, J. Cole, Kali Uchis, MGK, Willow, Imagine Dragons, and others.
- Directed shipped VR titles Amid Evil VR and Jupiter & Mars Definitive Edition while also creating early Spectacles prototypes and developer examples for Qualcomm Snapdragon Spaces.
- Completed and physically validated an idTech 4 port of DOOM 3 VR for Apple Vision Pro.

Experience



Apple Inc. • WW Spatial Computing Experience Strategist

Cupertino, CA • 2025 - Present

- Set business and retail strategy for Vision and spatial computing, translating emerging technology into roadmaps tied to customer and commercial value.
- Craft executive narratives, experience principles, opportunity hypotheses, and recommendations that accelerate decisions across complex stakeholder groups.
- Lead alignment across design, engineering, product marketing, and operations; balance customer experience, feasibility, and business priorities.
- Drive multi-year research on emerging retail trends and customer behavior to inform strategy and roadmap direction.



Andre Elijah Immersive • Founder & Creative Director

Toronto + Los Angeles • 2015 - 2025

- Founded and led an immersive studio spanning AR, VR, realtime 3D, games, and experiential activations.
- Built a profitable business with multi-million-dollar revenue and approximately 70% average operating margins in the volatile AR/VR industry.
- Owned the studio P&L, opportunity framing, pitching, contract negotiation, resourcing, technical direction, delivery, and QA across entertainment and technology partnerships.
- Led 17 Fortnite music experiences for Interscope and Epic Games; artists included Billie Eilish, J. Cole, Kali Uchis, MGK, Willow, and Imagine Dragons.
- Directed shipped VR titles Amid Evil VR and Jupiter & Mars Definitive Edition, reshaping interaction, pacing, comfort, and performance for headset and mobile constraints.
- Among the first external developers to prototype with Snap's Spectacles AR development kits during the pandemic; later served as an AR Creator in Residence and presented at Lens Fest.
- Delivered Snap projects including the City-Scale Broadway History AR tour, Alo Yoga's NYFW AR lens mirrors, and the Roommates Lens with Stoopid Buddy Stoodios; Snap featured the studio's work in its Q2 2023 earnings materials.
- Created developer example projects and documentation for Qualcomm's Snapdragon Spaces platform; its core technology and insights later became a foundation of Google's Android XR platform.
- Held multiple content contracts with Meta to build mixed-reality experiences for Quest devices; also won Best in Mapping in Niantic's Lightship competition.



New Blood Interactive • Head of VR

Toronto + Los Angeles • 2022 - 2024

- Directed Amid Evil VR and led VR strategy across New Blood's catalog, balancing fidelity, comfort, performance, and player expectations.
- At PAX East, moved more than 1,000 attendees through headsets at the New Blood booth and revised demo builds nightly across the long weekend in response to live playtesting.
- Led business development for Quest, Pico, and Steam releases and opened discussions with Sony and other platform partners about bringing New Blood titles to additional ecosystems.

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Experience

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

Los Angeles, CA • 2023

- Selected and vetted by the Board to step into an interim executive role during a critical operating period.
 - Strengthened operating cadence across product, engineering, and partnerships; led TRIPP's first strategic meeting with Google, positioning the company as a launch partner for the Android XR announcement.
- VFS

Vancouver Film School • VR + AR Advisory Board

2021 - 2024

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

Earlier Career

- RED

Film Production • RED Camera Workflow Specialist

2006 - 2011

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

Selected Engineering Projects

- DOOM 3 VR — Apple Vision Pro: Ported the idTech 4 stack to visionOS, built a native stereo renderer, corrected per-eye projection, scissor, compositor alpha, and depth defects, and validated the signed build on physical hardware with 171 renderer tests.
- Ciderworks — macOS Gaming Platform: Building a signed platform for native Mac and Windows Steam games with per-game profiles, Vision Pro presentation, ScreenCaptureKit streaming, Core ML depth-assisted stereo, recovery logic, and 78 automated tests.
- Command & Conquer: Generals — Apple Vision Pro: Rebuilding a legacy C++ game stack for arm64 visionOS with DXVK, MoltenVK, Vulkan, RealityKit, a custom bridge, independent per-eye rendering, and hand-tracked pinch input; active development.
- Spatial Gameplay & Engine R&D: Backported the Apple Vision Pro UE5 plugin into Unreal's Vite branch; recreated gameplay loops from HER and Land's End as native visionOS prototypes; and built Godot gameplay and level-design experiments.
- Creative Technology: Designed and engineered an online portfolio with web and spatial-computing features; produced its stereoscopic reel in Final Cut Pro; and began developing an iPad 3D editor and a live-visual system for DJ performance.

Selected Collaborators & Brands

Beyoncé • Deadmau5 • Michael Jackson • Gigi Hadid • Epic Games • Interscope • Warner Music • Columbia Records • Paramount • NFL • Google • Snap • Niantic • Qualcomm • AT&T • DirecTV • Uber Eats • Alo • Meta • HTC • Pico • Penumbra • New Blood Interactive

Recognition

- RIAA Gold - Beyoncé: Live at Roseland, Standard Edition, 2011
 - RIAA Platinum - Beyoncé: Live at Roseland, Deluxe Edition, 2011
 - Interactive Media Award - Applied Arts Magazine, 2008
 - Epic MegaGrant - Epic Games, 2021
- Best Headworn Device (Snap Spectacles) - AUGGIE, 2021
 - Best in Mapping - Niantic Lightship Challenge, 2021
 - Best Immersive Game & Best Immersive Experience for Social Impact - Raindance Immersive nominations, 2022
 - Judge, Communication Arts Interactive Annual, 2023

Technical

Design

Business

- Spatial Computing • Gameplay & Level Design • Realtime 3D • Rendering & Stereo Pipelines • Engine Integration & Porting • Hand, Gaze & Pinch Interaction • AI-Assisted Engineering • Rapid Prototyping • Performance, QA & Device Validation
- Creative Direction • Experience Strategy • Interaction & Interface Design • Visual & Spatial Design • Product Design • Game Direction • Immersive Experience Design • User Research
- Founder Operations • Business Development • Partnerships & Negotiation • Strategy & Roadmapping • Executive Storytelling • Cross-Functional Leadership • Brand & Experiential Marketing • Retail & Commerce • Media Trained

Education • Tools

EDUCATION Ryerson University - BFA, New Media, 2012
ENGINES + SPATIAL Unreal Engine • Unity • Godot • idTech 4 • Unigine • CryEngine • SwiftUI • RealityKit • ARKit • ARCore • WebGL • 8th Wall • Lens Studio • Spark AR • Blender
CREATIVE PRODUCTION Final Cut Pro • Logic Pro • Pixelmator Pro • Motion • Compressor • MainStage • DaVinci Resolve • Adobe Premiere Pro • After Effects • Photoshop • Illustrator • InDesign • Audition • Lightroom • Ableton Live • Sketch
AI + DEVELOPMENT OpenAI Codex • Claude Code • Model Context Protocol (MCP) • Xcode • Visual Studio • Git • Perforce • Plastic SCM
PRODUCTIVITY Keynote • Pages • Numbers • Freeform