

Andre Elijah

Product & Experience Strategist • Design Engineer
Creative Technologist • Business Leader

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

Profile

- I identify high-value product opportunities, build working prototypes, and translate what I learn into clear product direction for design, engineering, and executive teams.
- I bridge product strategy and implementation through interaction design, spatial computing, realtime 3D, engine integration, and device validation; I use executive narratives to align teams around customer value and technical feasibility.
- I pair cross-functional leadership and AI-assisted engineering with P&L ownership, pitching, and negotiation to win executive support, platform funding, and partnerships, and carry opportunities through delivery.

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.
- **Ciderworks — macOS Gaming Platform:** Platform engineering for native Mac and Windows Steam games, spanning per-game profiles, Vision Pro presentation, ScreenCaptureKit streaming, Core ML depth-assisted stereo, and recovery logic.
- **Command & Conquer: Generals — Apple Vision Pro:** Legacy C++ engine adaptation for arm64 visionOS, with DXVK, MoltenVK, Vulkan, RealityKit, a custom bridge, independent per-eye rendering, and hand-tracked pinch input.
- **Amid Evil VR / Vite Engine:** Engine and interaction adaptation for Apple Vision Pro and Mac, spanning immersive VR, desktop presentation, and keyboard, mouse, and gamepad input.
- **Spatial Experience & Moving Image:** Compose spatial environments through scale, light, texture, and carefully framed arrival views; connect film and interactive design through a stereoscopic portfolio reel and a website that extends into spatial experiences.

Experience



Apple Inc. • WW Spatial Computing Experience Strategist

Cupertino, CA • 2025 - Present

- Lead strategy for best-in-class digital shopping experiences at Apple, connecting customer needs, emerging technology, and business priorities to shape the future of commerce.
- Translate strategic opportunities into working experience prototypes to evaluate customer value, test assumptions, and inform new product and experience direction.
- Combine commerce strategy, spatial computing, and interaction design to explore future customer experiences, balancing usability and technical feasibility.
- Develop executive narratives, experience principles, and roadmaps that align design, engineering, product marketing, and operations around customer and business priorities.



Andre Elijah Immersive • Founder & Creative Director

Toronto + Los Angeles • 2015 - 2025

- Repeatedly identified opportunities, built working prototypes, and used them to win executive support, platform funding, brand partnerships, and commercial engagements.
- Built and led a profitable AR/VR studio with multi-million-dollar revenue and approximately 70% average operating margins.
- Owned the P&L, opportunity framing, pitching, negotiation, resourcing, technical direction, delivery, and QA across entertainment, health, technology, and commerce partnerships.
- Originated a mixed-reality fitness opportunity with Alo Yoga; secured the brand's participation contingent on platform funding, pitched Meta and won the budget, developed the AR/VR curriculum with Alo trainers, and led product development.
- Developed patent-pending IP from that work: 'Systems and Methods for Use of Spatial Computing in Fitness and Instructional Applications' (published application US 2025/0381466).
- Among the first teams to extend the FDA-cleared Penumbra REAL platform into an Unreal Engine physiotherapy and rehabilitation game/experience running on modified Vive Focus devices.
- Built Canada's first VR new-home sales suite: an architectural-visualization experience that let prospective buyers customize their homes before purchase.
- Led 17 Fortnite music experiences for Interscope and Epic Games; artists included Billie Eilish, J. Cole, Kali Uchis, MGK, Willow, and Imagine Dragons.
- Directed Amid Evil VR and Jupiter & Mars Definitive Edition. Prototyped for Snap and Qualcomm to inform platform product decisions; served as a Snap AR Creator in Residence and owned all Snapdragon Spaces developer samples and documentation.

Experience

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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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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.
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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

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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.
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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 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
 - Nominated — Raindance Immersive, 2022: Best Immersive Game and Best Immersive Experience for Social Impact
 - 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 • SwiftUI • RealityKit • ARKit • WebGL • Lens Studio • Blender

CREATIVE PRODUCTION Final Cut Pro • DaVinci Resolve • After Effects • Photoshop • Illustrator • Logic Pro • Ableton Live • Sketch

AI + DEVELOPMENT OpenAI Codex • Claude Code • Agent Orchestration • MCP • Xcode • Visual Studio • Git • Perforce