

ALEXANDRIA HESTON

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EXPERIENCE

Apple

Jul '22 - Present

UX Design Prototyper

Designed 200+ concept screens across 40+ real-world use cases in the Future Platforms team, Vision Products Group which established usage patterns now core to text standards and brightness modeling.

Replaced a 20+ screen manual asset creation process in a vision-science field-of-view investigation with a designed, reusable adaptive-content architecture, which cut weeks of work to hours for our design team.

Resolved a stalemate between hardware engineering and design on gaze-tracking accuracy, designing the comparative demo that defined the tolerance. This was adopted product-wide as the new plan of record.

Niantic, Inc

June '20 - June '22

User Experience Designer

Translated Pokémon Go's interface into a comprehensive experience for an outdoor AR headset. It compressed five mobile inventory categories into pinch-based selection system and was demoed at Microsoft Ignite 2021.

Designed multiple quality-of-life updates to core Pokémon Go features over two years. This included a full redesign of the in-game item inventory system, which remains in use today in the live mobile game.

Magic Leap

Jan '19 - June '20

UI/UX Visual Designer

Designed Pancake Pals' host-client architecture linking Magic Leap One and iOS into one multiplayer session that keeps both players aware during failures. A Top Finalist for Best Toy and Game at the 2020 Auggie Awards.

Assisted with the overall redesign and user testing of Undersea and Create 1.3. Delivered timely design of onboarding flows for Undersea in collaboration with project lead and technical artist.

Across Realities

June '18 - Jan '19

Lead Designer, Cofounder

Cofounded a spatial computing startup and led all design for Spatiate, a multi-user cross-platform drawing application across iOS, Android, and Magic Leap One.

Designed Spatiate's drawing tools to work as one consistent feature set across all platforms, conducted heuristic evaluations of the app across all seven core flows, led three major version iterations, and shipped as one of the premiere 3rd party applications on the Magic Leap One headset.

CONTRIBUTIONS

Publication

Games Usability

The Design of Virtual and Augmented Realities

Chapter 17

Patents

Systems & Interactions

Selected Works (10+)

Receiving and Presenting Notifications Based on Environmental Context (2026)
Receiving Notifications While Operating in Different Modes (2026)
Mounting and Dismounting Routines (2026)
Conditional Status Indicator (2026)

SKILLS

Sketch, Figma, Adobe Creative Suite,
After Effects, Blender, Cinema 4D

Systems Design, Visual Design, Spatial Design, Information Architecture, Product Definition,
Accessibility, Storyboards, Competitive Analysis, CAD Modeling, Generative AI Tools