ALEXANDRIA HESTON

alexandria.g.heston@gmail.com

alexandriaheston.com

EXPERIENCE

Apple
Jul '22 - Present

UX Design Prototyper

Designer on the Future Platforms team, an emerging innovations lab within the Vision Products Group. My work centers on defining new paradigms for product and experience design through AI workflows and other cutting-edge technologies.

Since joining, I've designed novel interaction models across 40 real-world use cases which established patterns that now shape hardware decisions, text standards, and brightness modeling. I've built comparative demos that set product-wide tolerances and helped resolve a long-standing gaze-tracking stalemate between the hardware and design teams. I also replaced a manual asset process in a vision-science prototype with a reusable, adaptive-content architecture which turned weeks of production work into hours.

Niantic, Inc
June '20 - June '22

User Experience Designer

Adapted Pokémon Go's mobile interface into a fully-outdoor headset experience. I compressed five mobile inventory categories into a pinch-based selection system demoed at Microsoft Ignite 2021. Over two years I designed several quality-of-life updates including a full redesign of the item inventory system still used in the live game.

Magic Leap
Jan '19 - June '20

UI/UX Visual Designer

Led design on Pancake Pals, a cross-platform application linking Magic Leap One's headset and iOS into one multiplayer session. This kept both players aware during failures and engaged in-game, and became a Top Finalist at the 2020 Auggie Awards. I also tested other applications, including Undersea and Create, and redesigned all onboarding flows to expedite user interactions.

Across Realities
June '18 - Jan '19

Lead Designer, Cofounder

Cofounded a spatial computing startup and led all design for our multi-user cross-platform system. This debuted as a drawing app with a conistent feature set across all supported platforms on iOS, Android, and Magic Leap One headset. This shipped as a premiere third-party app on the Magic Leap One platform.

CONTRIBUTIONS

Publication
Games Usability

The Design of Virtual and Augmented Realities

Chapter 17

Patents
Over 10+

Selected Works

Receiving and Presenting Notifications Based on Environmental Context (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