ELISHA ST. DENIS

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ABOUT

Senior Product Designer at Apple with 12 years in product design across UI/UX, AI interaction design, and design systems. With Claude Code and Xcode I work as a design engineer: building systems on production code, prototyping in Swift, and shipping code alongside engineers. One of three designers on Apple's AI Support Assistant.

EXPERIENCE

Senior Product Designer, AppleCare Digital | Apple 2022 – Present

- Built a design system on production iOS and web code using Claude Code: a 95-component gallery (web and iOS app) with design and engineering notes, used by 10 designers and a 12-person engineering team across California and Austin. Created a shared taxonomy and moved handoff from static mocks to prototypes built on real components.
- Work as a design engineer with Claude Code: I push code to an internal repo and send code to engineering partners instead of handing off mocks alone.
- Built on Apple's Human Interface Guidelines and SwiftUI foundations (typography, system colors, light/dark mode), extended with Support-specific color assets, and reviewed by Apple's accessibility and QA team.
- Built automated design-system QA with Claude Code: token-compliance lint (87 hardcoded values across 110 files), accessibility audits and 475 visual-regression baselines across 95 components (light/dark, Dynamic Type, RTL), a spec-completeness check, and a CLAUDE.md so Claude generates UI from real components.
- Led design QA for iPhone Duo: audited code against Apple's Duo guidance before hardware existed (7 issues), triaged 21 filed bugs, and root-caused about 12 more across 14 screens and 5 device poses. Prototyped fixes in Xcode and sent them straight to engineering, who added a demo design review to their release process.
- One of three designers on Apple's AI Support Assistant, leading end-to-end UX for conversational AI on iOS: interaction patterns, conversation flows, and interface design for one of Apple's only publicly shipped AI assistants.
- Designed multi-step AI-powered diagnostic and resolution flows across iOS, iPadOS, and visionOS; presented high-fidelity prototypes to executive stakeholders.

Product Designer, AppleCare Digital | Apple 2018 – 2022

- Led design of AppleCare for Business Essentials, Apple's device management and support subscription platform for SMBs, turning complex MDM workflows (device enrollment, Collections, Smart User Groups, repair routing) into intuitive interfaces across web, iOS, macOS, and iPadOS.
- Built and maintained design systems from the ground up, improving consistency and team efficiency.
- Designed Onsite Service for the Apple Support app, turning a multi-step enterprise workflow, from issue triage to technician dispatch, into a seamless mobile experience.

UX Designer, Vendor at Apple | Hero Digital 2017 – 2018

- Led design research, analysis, and concepts as a full-time Apple vendor, improving the design of Apple Support's online articles and identifying opportunities for reusable content and machine learning across channels.
- Worked with cross-functional partners to establish and maintain an internal design system of reusable components that helped design and engineering deliver consistently.
- Prototyped to bring designs to life and validate that customer needs were met.

Lead Designer | Eden 2015 – 2017

- Led end-to-end design and delivery of customer-facing and internal tools across web, iOS, and Android.
- Engineered a cross-team design system that streamlined handoff and sped up development.
- Played a key role in Eden, a Y Combinator-backed startup, helping secure $10 million in Series A funding.

UI/UX Designer | Homejoy Oct 2014 – Jul 2015

- Redesigned desktop and mobile web pages for a new brand identity, improving functionality and performance on a platform connecting professional cleaners with clients.
- Launched the company's largest print and interactive ad campaign, in Los Angeles, to announce its rebrand.

Teaching Assistant & Mentor, UI/UX Design | UC Berkeley Extension (Teaching Assistant 2019; Mentor 2018-2024)

- Taught and mentored 25 students in UI/UX fundamentals: guest lectures on prototyping (Figma/Sketch, Principle, After Effects), project feedback, portfolio reviews, and interview prep.

EDUCATION & TOOLS

University of California, Davis | B.A. Design, Visual Communications; Minor, International Relations

Tools: Claude Code, Xcode, Swift/SwiftUI, VS Code, Figma, Sketch, Principle, After Effects