

Josh Rosenkranz

Apple technologist and experience systems designer

AI-assisted, spatial, emotional, and context-aware interaction

joshrosenkranz@mac.com · 805 405 9257 · joshrosenkranz.info · linkedin.com/in/joshrosenkranz

PROFILE

Apple technologist with nearly two decades of direct fieldwork in how people adopt, resist, and emotionally relate to new technology. I turn that observation into prototypeable experience systems, with working prototypes across visionOS, AI continuity, and web-based agent workflows. Now moving toward incubation and design prototyping.

FOCUS

AI-driven interaction · spatial presence and visionOS · emotional context, consent, and accessibility · agentic workflows · multimodal, human-centered prototyping

APPLE EXPERIENCE

2006–PRESENT

Creative, Genius, Lead Genius (ISE), Product Zone Lead (ISE), In-Store Guest Trainer

- Shaped Vision Pro launch readiness experiments in Product Zone, reshaping demo flow for a new interaction category while supporting multiple guests, preserving engagement quality, and iterating from live customer behavior.
- Translated complex technical problems into calm, human-centered guidance across every Apple platform.
- Built repeatable training, coaching, and service patterns, and led through ambiguous operational transitions.
- 97% NPS · #1 at Lakeside and #99 companywide in Apple's Atlas technical training.

SELECTED FUTURE EXPERIENCE WORK

- **RoomBridge**, early visionOS spatial prototype exploring room anchoring, surface detection, glass interfaces, spatial panels, and environment selection for immersive room transformation.
- **MindHub**, early AI continuity prototype with identity persistence, thread memory, context weaving, CLI and web surfaces, LLM-provider support, retrieval, and governance telemetry.
- **Between**, deployed Next.js and Supabase app foundation for agent-guided workflows including commerce intake, listing generation, and mediated transaction threads.
- **Attune**, mature AI interaction design exploration for real-time Siri personality control, consent-based responses, Gentle iOS modes, companion health, and privacy-preserving relational context.

TECHNICAL FOUNDATION

AI-assisted prototyping with Claude Code, Codex, GitHub Copilot, and ChatGPT across web and visionOS.
Next.js · TypeScript · React · Supabase · Vercel · GitHub · iOS · macOS · visionOS · Photoshop · Illustrator
Independent music producer and published music artist on Apple Music exploring AI-assisted production.

EDUCATION AND TRAINING

LA Recording School, Audio Engineering, 900-hour program · Berklee, Music Production and Performance · Apple Creative and Mac Genius Training