

ANDREW ROSS

Senior VR/AR Developer & Immersive Learning Consultant

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PROFESSIONAL SUMMARY

Senior immersive technology developer and consultant with more than 15 years across interactive media, creative production, and product marketing, specializing in VR/AR since 2018. Builds complete safety and workforce training experiences in Unreal Engine, Unity, and Godot for Meta Quest, Apple Vision Pro, PCVR, and mobile platforms. Combines software development, instructional design, gamification, LMS integration, and client consulting to convert SOPs and field workflows into measurable simulations.

CORE EXPERTISE

IMMERSIVE DEVELOPMENT Unreal Engine • Unity • RealityKit • Meta Quest • Apple Vision Pro • PCVR • Godot • GameMaker

PROGRAMMING C++ • C# • Python • JavaScript • Swift • HTML/CSS • JSON • SQL • Unreal Blueprints • Xcode

LEARNING & TRAINING VR/AR safety training • Scenario design • Gamification • Assessments • SCORM/xAPI • LMS integration • Articulate Storyline • OSHA/ISO aligned workflows

CREATIVE & AI Adobe Creative Cloud • Blender • Runway • OpenAI API • Claude • ElevenLabs • Meshy

DELIVERY Discovery • Rapid prototyping • Stakeholder collaboration • Performance optimization • Packaging • Deployment • Operational handoff

PROFESSIONAL EXPERIENCE

EHS VR Developer & Consultant

Jul 2025 - Present

EHSVRT | Remote

- Architect and deliver immersive safety training systems for manufacturing, construction, utilities, and industrial operations using VR, AR, and spatial computing.
- Convert SOPs, field workflows, and subject matter expert input into interactive task sequences, branching scenarios, scoring, assessments, and replayable practice.
- Build modular simulation frameworks that support additional procedures and scenarios without rebuilding the core application.
- Produce rapid proofs of concept that help clients evaluate feasibility, interaction design, and production scope before full investment.
- Package standalone headset builds and provide deployment guidance for managed devices and internal distribution.

Lead VR Developer & EHS Consultant

Apr 2021 - Nov 2024

British Standards Institution (BSI) | Remote

- Designed and shipped VR/AR training for safety critical manufacturing, energy, and construction environments, aligned with OSHA/ISO practices and adult learning principles.
- Developed Unreal Engine and Unity simulations for hazard identification, lockout/tagout (LOTO), ladder safety, confined space work, evacuation, and tool use procedures across Meta Quest, Apple Vision Pro, and PCVR.
- Integrated SCORM and xAPI tracking with LMS environments to capture completion, attempts, and performance; authored companion Articulate Storyline modules.
- Translated SOPs and incident data with SMEs and stakeholders into measurable learning objectives, assessments, feedback, and remediation paths.
- Owned the production lifecycle from discovery and rapid prototyping through visual design, optimization, packaging, deployment, and operational handoff.
- Applied generative AI for video, dialogue, and role play to accelerate content development and support adaptive feedback while maintaining compliance.

PROFESSIONAL EXPERIENCE CONTINUED

Lead VR Developer**May 2018 - Jul 2019****Elevate** | Remote

- Prototyped VR/AR experiences from concept through client demo using Unity, Unreal Engine, C#, and Blueprints.
- Defined interaction models, performance targets, and user experience approaches across multiple headset platforms.
- Led post production and quality control for immersive video, including editing, compositing, motion graphics, review pipelines, and final deliverables.
- Developed training concepts using foveated rendering and eye tracking data to identify learning needs and inform feedback.
- Collaborated with creative directors, engineers, and training stakeholders to convert concepts into technically feasible pilots.

Marketing Director (Multiple Engagements)**2013 - 2018****Inventist** | Camas, WA

- Led go to market positioning, messaging, launch calendars, and campaigns across web, email, PR, and social.
- Redesigned and maintained the company website, strengthening product storytelling, content, user experience, and search visibility.
- Created product pages, sell sheets, trade show collateral, and brand standards supporting launches and retail conversations.
- Managed creative, manufacturing, PR, and retail vendors through briefs, budgets, schedules, and deliverables.
- Coordinated media and influencer outreach to secure product reviews and launch coverage.

SELECTED PROJECTS & RECOGNITION

- Published XR applications and prototypes for Meta Quest 3, Apple Vision Pro, HoloLens, and mobile AR, including hazard visualization, airflow simulation, equipment tutorials, and hands free learning.
- Built AI driven training and story engines that adjust scenarios, dialogue, consequences, and difficulty in response to user decisions.
- Created reusable simulation systems for AI/NPC behavior, procedural worlds, inventory, time and state management, multiplayer, and persistent environments across web, VR, and game builds.
- Regularly develop and release independent games on platforms including Steam and itch.io.
- Received an internal Shark's Den Innovation Award for an immersive VR training solution adopted by the organization.

EDUCATION & CREDENTIALS

Bachelor of Fine Arts, Visual Communication | American InterContinental University**Associate Degree, Business Administration** | American InterContinental University**OSHA 30 Hour Training** | Training Institute, Arlington, Texas**Professional Unreal Engine Training** | Mammoth Interactive