Harshit Goel
UX Designer, Researcher and Strategist

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Experience

Samsung R&D Institute / Lead Designer / Senior Designer / 06 Month Intern

Jan 2023 - Present / Bangalore

- Enhanced the end-to-end consumer journey across capture, view, edit, manage, and share by designing user-centric visual experiences for AI/GenAI, XR, and personalization, contributing to increased product engagement and user retention.

- Led strategic product innovation by designing AI/GenAI-based video and image editing experiences, leveraging in-depth research on competitor trends, consumer insights, and company requirements to define key experience directions and a mid- to long-term roadmap.

- Designed Immersive XR experiences for Capture & Gallery aligned with the upcoming product launch, ensuring readiness for real-world deployment and user adoption in next-gen products.

- Extracted actionable insights on consumer behaviour through data analysis using Data Portal, informing design decisions and optimizing user experience strategies.

- Forecasted future visual experience trends by creating trend reports for mobile camera, gallery, and editor, influencing roadmap discussions and prioritization for upcoming releases.

- Mentored two interns during a six-month graduation internship, preparing them for potential full-time roles on the team.

Queppelin / Immersive Experience Designer

June - July 2022 / Gurugram / Summer Internship

- Designed and developed AR/VR experiences, including VR simulations and gamified AR campaigns for in-house clients.

Cherry Hill Interiors / Concept Designer / Interior Designer

Nov 2018 - July 2021 / Delhi

- Designed large-scale corporate interiors for global leaders including Reckitt Benckiser, Chegg, Mott MacDonald, We-Work and more.

- Developed concept designs, architectural plans, 3D visualizations and VR walkthroughs to ensure streamlined and efficient project execution.

Vistaar Designs / Interior Designer

Feb - Nov 2018 / Noida

- Designed residences with elegant, well-balanced interiors that blend aesthetics and functionality.

Education

M.Des. Immerisve Media Design
MIT Institute of Design, Pune / 2021 - 2023
CGPA - 9.32 / Gold Medalist

B.Des. Interior Design
IMS Design & Innovation Academy, Noida / 2014 - 2018
CGPA - 7.8

Skills

Design Thinking, User Research, Storyboarding, Rapid Prototyping, Affinity Diagramming, Data Analysis, Experience Planning, Roadmap Creation, Prompt Engineering, Design for AR/VR

Tools

Adobe Suite, MS Office, Sketch, Figma, Unity, Blender, V-Ray

Recognition

Spot Award for excellence in Experience Planning / Samsung R&D
Catalyst Award for providing creative solutions / Samsung R&D
Team Awesome Award for influencing culture at work / Samsung R&D
Gold Medalist, Immersive Media Design / MIT ID, Pune
Winner D'source Design Challange - Information Design / IDC, IIT
Winner Product Design Labs / Cherry Hill interiors, Delhi
2nd Runner-Up, Wood is good / FOAID, Delhi
2nd Runner-Up, Take it Light Man / Story of Makers - Tech Expo, Mumbai
Awarded as Key Maker, GrainPort / Maker Mela Expo, Mumbai
1st Runner-Up, GrainPort, Product design / Archroma, Ahmedabad