Harshit Goel

Lead UX Designer | Product & AI-Driven Experiences

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Experience

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

Jan 2023 - Present / Bangalore

- Led and delivered next-gen experiences for Samsung's Generative Editor (Photo Assist and Video Editor), translating market trends, user insights, and business goals into clear experience directions and a mid- to long-term product roadmap for Samsung's flagship Gallery app.

- Defined future-ready visual experience directions for Agentic AI and Generative UI, influencing roadmap planning across Samsung's Camera, Gallery, and Editor platforms.

- Designed and shipped generative style identities for People and Pet images within Samsung's Portrait Studio, aligning creative direction with emerging Gen AI image-styling trends.

- Delivered Immersive and delightful viewing experiences for the Gallery app launched with the Galaxy XR Headset, enhancing spatial media interaction across Samsung's emerging XR & AI Glass ecosystem.

- Self-taught in using Data Portal to extract data-driven consumer insights, informing key design and experience strategy decisions.

- Mentored two design interns during their 6-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 interior experiences for global clients including Reckitt Benckiser, Chegg, Mott MacDonald, WeWork & more.

- Developed concept designs, layouts, 3D visuals, and VR walkthroughs to align stakeholders and streamline project end to end execution.

Vistaar Designs / Interior Designer

Feb - Nov 2018 / Noida

- Designed residential interiors balancing aesthetics, functionality, and client requirements.

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

Storytelling, User Research, Affinity Diagramming, Market & Trend Analysis, Experience Planning, Roadmap Creation, Usability Testing, Data Analysis, Wireframing, Prototyping, Prompt Engineering, Vibe Coding, Spatial Design for XR & AI Glass

Tools

Adobe Suite, MS Office, Sketch, Figma, Power BI, Unity, Blender, V-Ray
and whatever it takes to make it happen.

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