



# Harshit Goel

## PRODUCT DESIGNER

Bangalore | Noida , 29

A storyteller with 6+ years of experience crafting end-to-end human-centered experiences. Currently at Samsung, shaping AI and GenAI capabilities into intuitive, personalized, and agentic interactions. Proven in driving ownership from problem framing to execution while translating emerging technologies, user insights, and business goals into impactful UX strategies and product experiences.

Storytelling  
AI & UX UI  
Experience Planning  
Spatial XR Design  
Design Strategy

### Softwares

Figma  
Google Antigravity  
Adobe CC Suite  
MS Suite  
SketchUp / V-Ray  
Unity, Blender  
C# programming

### Portfolio

[www.harrshitxrdesign.com](http://www.harrshitxrdesign.com)

### Contact

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### Languages

English

Hindi

## EDUCATION

- 2021 - 2023 ●—○ **MIT Institute of Design, Pune**  
Master's in Immersive Media Design  
CGPA - 9.32, Gold Medalist
- 2014 - 2018 ●—○ **IMS Design & Innovation Academy, Noida**  
Bachelor's in Interior Design  
CGPA - 7.8

## PROFESSIONAL EXPERIENCE

- March 2025 - Present ●—○ **Samsung R&D Institute Bangalore**  
**Lead UX Designer**
  - Defined future-ready visual experience directions for Agentic AI and Generative UI by synthesizing AI market trends, OEM and third-party competitive insights to influence Samsung Camera, Gallery & Editor.
  - Designed generative style identities for images within Samsung's Style Studio through research on emerging GenAI image-styling trends, iterative prompt testing, and user surveys to prioritize styles across demographics.

- July 2023 - March 2025 ●—○ **Samsung R&D Institute Bangalore**  
**Senior UX Designer**
  - Led & delivered end-to-end experience vision and concept directions for Samsung's Generative Editor (Photo Assist & Video Editor), translating market trends, user insights, and business goals into a clear UX strategy and a mid-to-long-term roadmap for the flagship Gallery app.
  - 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, supporting their growth toward potential full-time roles.

- Jan 2023 - July 2023 ●—○ **Samsung R&D Institute Bangalore**  
**6 Month Internship Trainee**
  - Designed an XR creative tool enabling Gen Z content creators to produce Immersive storytelling experiences.

- June - July 2022 ●—○ **Queppelin - Metaverse Company Gurgaon**  
**2 Month Summer Internship**
  - Designed and developed AR/VR experiences, including VR simulations and gamified AR campaigns for in-house clients.
  - Created compelling concept pitch presentations to drive business alignment and stakeholder buy-in.

- Nov 2018 - July 2021 ●—○ **Cherry Hill Interiors Delhi**  
**Concept Designer**
  - 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.
  - Coordinated with cross-functional teams, vendors and contractors to ensure design feasibility and timely project delivery.

- Feb - Nov 2018 ●—○ **Vistaar Designs Noida**  
**Interior Designer**
  - Designed residential interiors balancing aesthetics, functionality, and client requirements.
  - Coordinated with vendors and contractors to develop detailed BOQs and cost estimates.

## SKILLS

- Design & Execution** ●—○ Storytelling, Interaction Design, Journey Mapping, Wireframing, Prototyping, Usability Testing, Vision Videos

- Experience Planning** ●—○ User Research, Market & Trend Analysis, Data Analysis, Experience Strategy, Roadmap creation

- AI & Emerging Tech** ●—○ Vibe Coding, Prompt Engineering, Agentic System, Spatial Design for XR & AI Glass

## RECOGNITION

- 2026 ●—○ **Annual Award for Galaxy XR Headset Contributions**  
Samsung R&D, Bangalore

- 2025 ●—○ **Catalyst Award for XR Gallery Contributions**  
Samsung R&D, Bangalore

### Catalyst Award for contributions to GenAI Editor

Samsung R&D, Bangalore

- 2024 ●—○ **Spot Award for excellence in Experience Planning**  
Samsung R&D, Bangalore

- 2023 ●—○ **Team Awesome Award for influencing work culture**  
Samsung R&D, Bangalore

### Gold Medalist, Immersive Media Design

MIT ID, Pune

### 1st Place - D'source Information Design Challenge

IDC, IIT, Bombay

- 2018 ●—○ **Winner Product Design Labs**  
Cherry Hill interiors, Delhi

- 2017 ●—○ **2nd Runner-Up, Wood is good Product Design**  
FOAID, Delhi

- 2016 ●—○ **2nd Runner-Up, Light Product Design**  
Story of Makers - Tech Expo, Mumbai

### 1st Runner-Up, GrainPort, Product design

Archroma, Ahmedabad