

Harshit Goel

UX Designer, Researcher and Strategist

www.harrshitxrdesign.com

harshitXR@outlook.com

(+91) 981122 8357

[Linkedin](#)

Experience

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

Jan 2023 - Present / Bangalore

- Elevated Samsung's flagship mobile Gallery end-to-end visual experience through AI/GenAI and personalized design solutions, boosting product engagement and retention.
- Designed next-gen experiences for Samsung's Generative Editor (Photo Assist) and Video Editor by translating market trends, user insights, and business goals into defined experience directions and a mid- to long-term roadmap
- Delivered Immersive and delightful viewing experiences for the Gallery app launched with the Galaxy XR Headset, enhancing spatial media interaction across Samsung's next-generation ecosystem.
- Self-taught in using Data Portal to extract data-driven consumer insights, shaping key design and experience strategy decisions.
- Defined future-ready visual experience directions for Agentic AI and Generative UI, guiding roadmap planning across Samsung's camera, gallery, and editor.
- Mentored two design interns during a 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 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. Immersive 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, Story boarding, Wireframing, Affinity Diagramming, User Persona, Data Analysis, Experience Planning, Roadmap Creation, Prompt Engineering, Market Trend Analysis, Design for AR/VR

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 Challenge - 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