



# Harshit Goel

Lead Experience Designer

A storyteller with 6+ years of industry experience, including 3+ years building end-to-end AI-driven experiences at Samsung. Proven in shaping AI/GenAI capabilities into intuitive, personalized, and agentic human-centered experiences. Known for translating emerging technologies, user insights, and business goals into clear experience strategies, roadmaps & delightful product outcomes.

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## Samsung R&D Institute

Lead Designer

March 2025 – Present

## Senior Designer

July 2023 – March 2025

- 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.
- 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.

## Internship Trainee

Jan 2023 – July 2023

- Designed an XR creative tool enabling Gen Z content creators to produce immersive storytelling capabilities.

## Queppelin

Summer Internship

June – July 2022

- 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.

## Cherry Hill Interior

Concept Designer

Nov 2018 – July 2021

- 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

- Designed residential interiors balancing aesthetics, functionality, and client requirements.
- Coordinated with vendors and contractors to develop detailed BOQs and cost estimates.

## Education

### MIT Institute of Design, Pune

Master's in Immersive Media Design 2021-2023

CGPA - 9.32 / Gold Medalist

### IMS Design & Innovation Academy, Noida

Bachelor's in Interior Design 2014-2018

CGPA - 7.8

## 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 Systems, Spatial Design for XR & AI Glass

## Tools

Google Antigravity, Figma, Nano Banana, Adobe Suite, MS Office, Power BI, Unity, C# Programming, Blender, SketchUp & V-Ray

\*and\* whatever it takes to make it happen.

## Recognition

Catalyst Award for contributions to XR Gallery experiences / Samsung R&D

Spot Award for excellence in Experience Planning / Samsung R&D

Catalyst Award for contributions to GenAI Editor / 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