



Harshit Goel

PRODUCT DESIGNER

Bangalore | Noida , 29

A storyteller with 6+ years crafting human-centered experiences. Currently at Samsung, shaping AI and GenAI into intuitive, personalized, and agentic interactions. Using Claude, Antigravity and Gemini to accelerate research and generative prototyping. Proven in driving ownership and translating consumer insights and business goals into impactful UX strategies and product experiences.

<ul style="list-style-type: none"> Storytelling AI & UX UI Experience Planning Spatial XR Design Design Strategy 	<ul style="list-style-type: none"> Portfolio www.harrshitxrdesign.com
<ul style="list-style-type: none"> Softwares Figma Google Antigravity Adobe CC Suite MS Suite SketchUp / V-Ray Unity, Blender C# programming 	<ul style="list-style-type: none"> Contact +91 9811 22 8357 harshitXR@outlook.com linkedin.com/in/harrshit-goel/
	<ul style="list-style-type: none"> 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 **Product Designer II**
 - Defined Agentic AI visual experience directions, vibe-coded rapid prototypes to communicate UX, influencing Samsung Camera & Gallery for next One UI 9.5 & 10.
 - Led and delivered Samsung's Instruction-Based Editing experience for S26 Photo Assist, the first conversational UX experience on mobile powered by Galaxy AI. Shipped globally across 41 languages.
 - Designed GenAI Image styles for Samsung's Style Studio - 50+ AI styles proposed, 10 shipped globally with S26. Conducted iterative prompt testing using Gemini Nano Banana, built cross-cultural AI framework for inclusive styles across global demographics.
- July 2023 - March 2025** ●—○ **Samsung R&D Institute**
Bangalore **Product Designer I**
 - Delivered future experience vision and concept directions for Samsung's Generative Video Editor. Used Claude and ChatGPT to benchmark competitors, accelerating research turnaround to deliver a mid-to-long-term product roadmap.
 - Delivered immersive viewing experiences for the Gallery app on Galaxy XR Headset, enhancing spatial media interaction across Samsung's XR & AI Glass ecosystem.
 - 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** ●—○ Claude, Figma Make, Google Antigravity, Nano Banana, Adobe Firefly, Cline, TouchDesigner, Unity XR

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