

# Harshit Goel

UX Designer, Researcher and Strategist

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

Storyboarding, Design Thinking, User Research, Persona Development, Affinity Diagramming, Market Trend Analysis, Experience Planning, Roadmap Creation, Data Analysis, Wireframing, 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