

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 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