

PROFILE

Senior UX Designer with 6+ years of shipping AI powered experiences across Samsung's Galaxy mobile and PC ecosystem. Specializing in Research Driven Innovation, defining product & partner strategy for AI UX. Leading collaboration with cross functional teams and partners on Galaxy AI features reaching 400M+ Devices with 80% User Engagement globally.

EDUCATION

2016-2020
National Institute of Design, AP
Bachelor in Design, Industrial Design
Outstanding Graduation Project, ID

2019 (Exchange Year)
Holon Institute of Technology, Israel
Specialization in UX & Industrial Design

PATENTS & PAPERS

A1 Patent Filed under Samsung
Method and System for Generating a Relationship Representation for a User of an Electronic Device

Patent Grading Ongoing Filed under Samsung
Method of Implanting Generative UI for Seamless Agentic and Proactive AI Experiences

Research Paper as Research Intern at TCS
Modeling Less Literate User's Choices of Smartphone Authentication Modes

ACHIEVEMENTS

Samsung Spot Award
Shaping roadmap for Agentic integration in Galaxy AI for One UI 8.5 and beyond.

Samsung Spot Award
Outstanding contribution in shaping intelligent proposals for One UI 6.0

HDFC Schools (Pune, Mumbai, Bangalore)
Curriculum adoption of Board Games created on waste management

Christ University
Korean Language Advanced Certification

SKILLS

Product Design	Product Strategy
AI Experience Design	Design Leadership
Interaction Design	UX Research
User Journey Mapping	Rapid Prototyping
Human-AI Interaction	Personalization
Visual Storytelling	Generative AI

TOOLS

Design	AI
Figma	ChatGPT
Adobe Suite	Claude
Framer	Gemini
ProtoPie	Cursor
Blender	Perplexity
Unity	GitHub

WORK EXPERIENCE

Samsung R&D Institute, Bangalore

Senior UX Designer Mar 2024 - Present

Defining Experience Strategy for Samsung's Agentic AI Ecosystem (Galaxy S26 & Beyond)

- Defined Samsung's Multi Agent experience strategy by evaluating frontier AI partners and designing Samsung native invocation and interaction models for Gemini, Perplexity and Bixby, nearly doubling daily agent usage from 39% on S25 to 70%+ on the S26.
- Partnered with Google's Gemini team to translate high friction user journeys such as ride booking and food ordering & more into Samsung native task automation experiences through strategic service partnerships, reaching an estimated 500K+ users in Korea & USA.

Built the Knowledge Graph Powering Personalized Galaxy AI Features (Galaxy S25 & Beyond)

- Developed Personal Data Engine (PDE), an On Device user personalization framework, by defining contextual signals, relationship models, and confidence thresholds in collaboration with SRIB AI engineers and PMs, resulting in an A1-grade patent.
- Designed end-to-end personalized user experiences powered by PDE across multiple Galaxy AI features, increasing Now Brief engagement by 45% and improving NLP Search's first result accuracy by 63%, and driving adoption of Priority Notifications and Now Nudge to 20M+ and 11M+ users respectively, following the Galaxy S26 launch. With more features locked in for S27.

UX Designer Oct 2021 - Mar 2024

Mobile to PC Expansion for Samsung Browser (Galaxy Book 6, 2026 Launch)

- Core designer for Samsung Browser's move from mobile to PC, benchmarking against leading desktop browsers to shape the Privacy Dashboard and smart anti tracking. Shipped with the browser's official Windows launch on Galaxy Book in March 2026.

Building AI Experiences Across Samsung's Communication Platform (Galaxy S24 & Beyond)

- Designed contextual feature discovery for RCS messaging in Samsung Messages KR, driving adoption by 78%. This success led our two person team to design Intelligent Filtering for spam and promotions across Samsung Messages globally, adopted by 93% of users.
- Defined the integration model and UX in close collaboration with the Google Meet team for Shared Activities across YouTube and Samsung Notes on Galaxy S23. Mentored MIT students through Samsung PRISM, leading to Co listening & gaming concepts that were implemented.
- Shaped the AI Call Assist roadmap, with Live Translate launched as one of Galaxy AI's headline features. Expanded the experience through AI Call Summary, used by 40% of users on long calls, and AI Call Screening identifying 80% spam callers missed by initial spam detection.

Development of Early On Device AI Features (Galaxy S22 & Beyond)

- Core designer on Samsung's first globally deployed On Device AI initiative, designing Smart Widget, Smart Share Tray and Smart Actions from concept to launch and continued evolution. Increased contextual app launches by 23% through context aware recommendations.

Tata Consultancy Services R&D, Pune

Game & Systems Designer Mar 2020 - Feb 2021

Digital Games for Enterprise level Cybersecurity Awareness 4.5 L Users

- Designed a virtual team building experience for TCS's annual Information Security Festival, engaging 4.5 lakh employees through gamified cybersecurity learning.
- Collaborated with developers and data scientists on the end-to-end design of gameplay systems, mechanics, and visual assets. Played and completed by over 1 lakh employees.