



Harsh Agrawal

UX / Product Designer (XR & Systems-Driven UX)

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Summary

UX & Product Designer with **5+ years of experience** designing end-to-end digital experiences across **enterprise, startups, and emerging tech (XR/AR)**. Currently pursuing **M.Des in Interaction Design at DTU**, with a background in Computer Science. Experienced in user research, prototyping, and system-level thinking, with hands-on work for **global brands like Motorola, YouTube, and Mastercard**. Known for blending **research, strategy, and technology** to ship practical, scalable design solutions.

Experience

Omnicom

Analyst Designer | Aug 2023 - Jul 2024

- Designed digital and product-aligned experiences for global brands including **Motorola, YouTube, Myki, Mastercard, and T-Mobile**.
- Collaborated with strategists, researchers, and engineers across cross-functional teams to translate requirements into **user-centered, usable design solutions**.
- Contributed to **T-Mobile x Motorola Razr+ Throwback Packs**, working on visual systems and experience consistency across touchpoints.
- Created key presentations, design systems, and campaign assets used across **regional and global launches**.
- Applied UX thinking through **user flows, interaction patterns, and rapid usability feedback** to support faster design iterations and better alignment across teams.

Freelance UX / Product Designer

Independent | May 2020 - Jul 2023

- Delivered **200+ design projects for 10+ startups and businesses**, covering onboarding flows, dashboards, mobile apps, and full design systems.
- Led end-to-end UX process including **user interviews, surveys (n≈30), usability testing, wireframing, and prototyping**.
- Designed and shipped **high-fidelity Figma prototypes**, improving task clarity and reducing user errors across products.
- Worked on the **Credicxo loan application experience**, contributing to a **~5% increase in loan-taking capacity** through clearer flows and UX improvements.
- Built investor pitch decks and product narratives that supported **successful fundraising outcomes** for early-stage startups.

SegWitz

Visual Designer | Sep 2021 - Jan 2022

- Delivered **75+ design projects**, including UI layouts, brand systems, and digital assets across platforms.
- Supported product initiatives by creating **wireframes and visual frameworks** aligned with UX principles.
- Designed **1000+ NFT digital assets**, working at scale while maintaining visual consistency and quality.

Delhi Technological University (Formerly DCE)

Teaching Assistant - Interaction Design | Aug 2024 - Present

- Supported faculty in **UX research, design methods, and interaction design coursework**.
- Facilitated **UX, AR, and Unity sessions** for M.Des students, bridging design and technology.
- Mentored students on **problem framing, prototyping, and design thinking frameworks**.

Education

Delhi Technological University (Formerly DCE)

M.Des in Interaction Design

2024 - 2026

Lakshmi Narain College Of Technology

B.Tech in Computer Science

2017 - 2021

Skills

UX & Product Design

UX Design · Interaction Design · User Flows · Information Architecture · Wireframing · Prototyping · Design Systems · Usability

Research & Strategy

User Interviews · Surveys · Usability Testing · Stakeholder Alignment · Problem Framing · Insight Synthesis

XR & Tech

AR / XR Experience Design · Unity Prototyping · Spatial Interaction · C# (Foundational)

Tools

Figma · FigJam · Adobe CC · Miro · Notion · Hotjar · Maze · Unity · Vuforia

Leadership & Facilitation

Organizer & Coordinator - UX Internship Program

DTU | 2024 – Present

- Co-organized a 4-week UX internship program under DTU Design Department, working with faculty leadership.
- Previously selected as a trainee in the same program.

Instructor / Facilitator - UX & XR Sessions

Omnicom, DTU | 2023 - 2025

Head Coordinator - Hackathon

LNCT University | 2019

Achievements/Accolades

- Rank #1 - Robozz Lab Design Competition
- Team Lead - Winners, Smart Campus Hackathon

Selected Case Studies

TimeStone - XR Tourism Application | [View](#)

UX Research · Interaction Design · Working Prototype

Investor Partner - Asset Management UX | [View](#)

Brand Strategy · Research · Experience Framework