

TRISHALA GOSAR PRODUCT DESIGNER

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Product Designer with 2+ years of experience, creating digital experiences for smart TVs, home appliances, and connected devices at Samsung. I combine user-centered design with AI-assisted prototyping and frontend skills to build intuitive, scalable, and high-impact solutions.

Skills

User Research • Wireframing & Prototyping • Interaction Design • Information Architecture • Usability Testing • Design Systems • Workflow Design • Strategy & Problem Solving • Gamification

Software & Technology

Figma • Axure • Adobe Suite • VS Code • Cline AI • Unity • HTML5* & CSS* (*AI Assisted) • Jira • Confluence

Experience

[Samsung R&D Institute - Delhi \(SRI-D\) UX Designer Jul 2024 – Present \(Previously an intern July to Dec 2023\)](#)

AI Assistant for education - An AI tool for Interactive boards being used in schools across the US (Android powered WAF devices) Designed end-to-end user flows, conducted competitive analysis, translated insights into product improvements. Worked on complete visual design. Here's a peek on the launched tool - [2025 BETT](#).

Sports page curation tool - Portal for handling of content for sports section in Samsung TV. Revamped the product by introducing AX that reduces the steps of Row creation from 5 to 2 steps

Infra and operations management tool - One-stop platform to register and manage cloud-based services that is a single source of truth throughout the internal Samsung cloud ecosystem. Reduced the cognitive load for first-time-user by 60%, optimized steps required in navigating catalog items from 6 to 2 for navigating Catalog items. Redesigned flow to create service depicting accurate hierarchy. Designed dashboard and interactions to complement user-focused tasks.

AX (AI Experience) design up-skilling - Built AI-assisted frontend prototypes using Cline, VS Code, HTML and Tailwind CSS. Participated in constant trials of new 'skills' in Cline

TV Plus Playout - Portal for managing live content and ad ingestion for live channels owned by Samsung TV. Built front-end prototype utilizing AI tools and Axure. Reduced workflow steps and improved content and ads operator efficiency by 66%.

Agent Portal - Conducted ethnographic research and contextual inquiry in call centers to identify CX (Customer Experience) pain points and uncover actionable insights. Proposed strategic product directions for GenAI (Generative AI) in immersive technologies, including AR/VR. Designed workflow that simplified Customer-to-Product mapping and reduced required interactions by 70% and improved task efficiency.

Art Store - Partner portal for artists showcasing work on Samsung Frame TV. Decluttered menus, streamlined user onboarding process reducing steps by 80%

[Campfire Stories - Gameplay & Narrative designer April 2023 — May 2024](#)

Designed comprehensive user flows and interaction maps, translating complex narrative structures into intuitive, user-centric progression systems. Lead UI/UX design initiatives for system interfaces, navigation menus, and end-to-end user journeys to ensure seamless onboarding and engagement. Achieved international industry recognition at the Game Developers Conference (GDC) 2024 within the Indian Games Pavilion. [Steam link](#) [Website](#)

[Flowchart - Concept Designer Nov 2019 — May 2020](#)

Designed interactive retail experiences for luxury beauty and fragrance brands, integrating digital interfaces with spatial environments. Conceptualized technology-driven activations and immersive installations to enhance customer engagement, product discovery, and brand storytelling.

Education

M.Des – Digital Game Design 2021 – 2024. National Institute of Design, Bangalore
B.Des – Industrial Design 2014 – 2018. Unitedworld Institute of Design

Research & Innovation

Conducted research to establish gamification strategies that can be utilized to optimize user engagement on smart appliances with displays.

Achievements

- Winner – Samsung E.D.G.E. Season 7 (2022): 'S-Intera' (Samsung Interactive) is an FMV(Full-motion-video)-based gamified experience designed to create direct, engaging communication with consumers. [Contest link](#)
- Research Contribution: Indian Craft Interiors book published.