



Harsh K Mittal is a futurist, senior design researcher & strategist.

He loves untangling ambiguous charters in cross functional product teams — making sense of things to build things that make sense. His superpower is his ability to scope & setup research initiatives for success, ingest large amounts of qualitative data, join the dots and synthesize actionable, user centric insights.

Experience

Google // User Experience Researcher

August 2022 — Present // Google Pay // FULL TIME
December 2019 — August 2022 // Google for Education // FULL TIME (contract)

Shaped the road map of Read Along from inception to launch & beyond over 3 years by leading 2 deep dive foundational studies over 6 months end to end, speaking with 150+ users.

Introduced 3 major product pivots through user insights and empathy building exercises with the team — enhancing the existing product for 14m+ children by improving the core reading experience & the gamification layer; and introducing a new user type — educators, building new features to promote the use of Read Along in schools.

Go-to domain expert for all things EdTech in NBU regions: guided multiple internal teams on market trends, product compatibility with local culture, student / teacher / parent behavior, project scope & research methodology.

Scoped & managed foundational research in Brazil, Mexico, India & Indonesia — meeting over 120 parents, students, educators & curriculum leaders to guide strategic planning & the road map for Google Workspace for Education, including Google Classroom, Forms, Meet, Chat & more. The findings & insight frameworks from this research guided Google's Learning & Education org's flagship products in a post COVID-19 pandemic world where they wanted to expand to new geographies and better empathize with the Next Billion Users & their cultural relationship with education.

Turian Labs // Senior Design Strategist

October 2018 – December 2019 // FULL TIME

Managed a team of 10 UX researchers — designing & facilitating workshops, writing & pitching proposals and leading research projects for clients like Google, Samsung, the Chairman's Office at Aditya Birla Group, Novartis & the Finnish Government.

Setup frameworks to take a research project from the initial ask to final research shareout in a span of 6 weeks, optimizing workflows & reducing project timelines by at least 50% in most cases. Lead multiple hiring, upskilling & mentorship initiatives.

YourQuote // Product Design Lead

March 2018 – October 2018 // FULL TIME

Operated as a Product Manager / Designer hybrid. Lead the digital product design practice for the social media product, managing a cross functional design team of 5. Setup formalized sprint processes for better collaboration between product, design & engineering.

Owned all key metrics associated with user activation from D0 to D7. Improved the onboarding of the mobile-first product, enhanced the content creation flow, made it easier for users to discover other users and their content & created UX interactions that inspired users to create more content. During my time, DAUs improved by a whopping 28%, shooting to 350k daily users at its peak.

DesignGild // Design Associate

August 2016 – May 2017 // PART TIME

Founding member of MITID's design incubation program built to promote design-led product dev & innovation within the startup ecosystem. Designed the program, planned launch at the DesignUp conference & evaluated startups for the first cohort.

Design / Research Consultant

2013 — Present // PART TIME

Began freelancing as a 'graphic designer' for brochures & banners way back in 2008 with basic Photoshop skills for pocket money, built a roster of clients for physical & digital product design, research & development over the years. Key projects include:

Designed the evaluation criteria & process including in-depth interviews & personality tests for educators for an EdTech startup exploring school-wide teacher assessment & curated upskilling programs — Tutored & Trained

Conceptualized, designed & prototyped novel medicine packaging for Dr. Reddy's upcoming miracle drug for Parkinson's Disease — Studio 5B at Dr. Reddy's Laboratories

Conceptualized, designed & prototyped an injection mouldable / mass manufacturable IoT product that leveraged the org's patent on 'System and method for electronic payment transactions via social media based messaging using non-text triggers' — Hashblu UK

Previous experience includes design & research internships at Treebo Hotels & Quicksand.

Education

MIT Institute of Design

// Graduate Program in Product Design
July 2013 – March 2018

SRP Junior College

// Science (Bifocal with Electronics)
July 2011 – February 2013

Our Lady of Perpetual Succour High School

// Textbook Education
June 1999 – February 2011

Achievements

Panelist, Futurist

// WHO Western Pacific Region Office x SOIF NextGen Foresight Practitioner
July 2020 – November 2020

Member of a global panel consulting the WHO WPRO & SOIF to explore a range of potential futures to inform and shape ongoing & post COVID-19 pandemic strategic priorities.

Top 30 Young Innovators

// IIM Ahmedabad x National Innovation Foundation x SRISTI Innovation Program
June 2015

Chosen as one of 30 young innovators from all over the country to productise 6 grassroots innovations as a co-creation exercise.

Lead, Core Team

// IDID Design Store
August 2013 – December 2015

Led a cross-functional team of designers that helped young designers productise, mass produce and sell their projects via the IDID platform offline. Facilitated sales of over 800,000INR over 2 years.

Tools / Skills

Research

| | |
|-------------|-----------------------|
| Qualtrics | Validately / Userzoom |
| UserTesting | Optimal Workshop |
| dScout | Mural & Miro |

Design

| | |
|-------------------|------------------------|
| Figma | Solidworks |
| Sketch | Fusion 360 |
| InVision | Keyshot |
| Zepplin | Rhino 3D / Grasshopper |
| Adobe XD | Wacom |
| Adobe Illustrator | Sketchbook Pro |
| Adobe InDesign | Adobe Photoshop |

Prototyping

| | |
|---------------|---------------------------|
| Processing | Arduino & Particle Photon |
| TouchDesigner | Raspberry Pi |

Let's work together?

Write to me at harshkmittal@gmail.com or call +91 77449 04038 // View UXR portfolio at harshkmittal.com