

Yashika Goel
Experience Designer | Creative Producer

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Portfolio - <https://yashikagoel.cargo.site/>

I'm an experience designer and producer crafting future-facing, cross-disciplinary work that translates cultural signals and emerging tech into bold, immersive outcomes. I bring clarity to complex ideas—aligning creative ambition with real-world impact through collaborative, end-to-end execution.

EDUCATION

2023-2024	Royal College of Art, London MA Information Experience Design <i>Recipient of Deputy Vice Chancellor International Bursary</i>	UK
2022-2023	Royal College of Art, London Graduate Diploma in Art and Design (Communication Design)	UK
2017-2020	Gargi College, University of Delhi B.A. (HONS.) English	India

EXHIBITIONS

Dec 2024	Hangar Space , Royal College of Art, London, UK - <i>Reverse Alchemy (Group work)</i>
Oct 2024	Dutch Design Week , Eindhoven, Netherlands - <i>Reverse Alchemy (Group work)</i>
Sep 2024	Victoria and Albert Museum , London Design Week, London, UK - <i>Digital Design Weekend</i>
Sep 2024	Hackney Down Studios , London, UK - <i>Intersecting Beings</i> <i>(Independently Produced with the support of Hypha Studios)</i>
July 2024	Hyundai CMK Foundation , Seoul, South Korea - <i>Reverse Alchemy (Group Work)</i>
July 2024	MA IED Graduate Showcase , White City, Royal College of Art, London, UK - <i>Do You Read Me?</i>
Dec 2023	Corner 7 , London, UK - <i>Meat Sacks (Group Work)</i>

DESIGN EXPERIENCE

2024	Food Futures Research and VR Experience Design - Will You Eat Me? Meta Reality Labs x K-ARTS <i>Speculative futures project exploring food systems and consumption patterns</i>	London, UK
	<ul style="list-style-type: none">Coordinated across cross-functional team to design and produce interactive VR experience.Designed scenarios and alternative futures of food consumption through interactive Virtual Reality experiences.Conducted horizon scanning and signal analysis on emerging food technologies, sustainable consumption, and sensory experience.Translated research insights into immersive multi-sensory narratives that allowed audience to experience potential futures.Collaborated with Meta Reality Labs, Korean University of Arts and colleagues from RCA to build narrative driven XR environments for the metaverse.	
2024	Critical Design Research and Experience Design - Machine Yearning <i>Speculative research exploring human-AI relationships and algorithmic futures</i>	London, UK
	<ul style="list-style-type: none">Developed an experimental interactive installation challenging how AI interprets and processes human emotions.Identified and analyzed emerging signals in emotion-driven AI applications (SoftBank Emotion AI, Bumble AI concierge, AI therapy).Created a custom machine learning program trained on uncategorized human sounds, first-hand narratives, and emotional expressions.Applied feminist data methodologies in participatory workshops to collect ethical, diverse datasets for AI development.Designed a physical embodiment for AI as a sculptural vessel rather than a disembodied voice, countering current AI design paradigms.Exhibited at Victoria and Albert Museum (Digital Design Weekend), Hackney Down Studios, and Royal College of Art.Collaborated with code consultant Anushka Aggrawal and Delhi-based artisans for sculpture construction.	

PROFESSIONAL EXPERIENCE

- 2021** **Emotions Matter Foundation (Light Up)** **New Delhi, India**
Social Media Associate and Youth Program Digital Strategy Lead
- Designed human-centred frameworks to enhance engagement with marginalised communities.
 - Conducted qualitative research with diverse stakeholders to identify emerging needs and opportunities and optimise digital outreach strategies.
 - Increased digital engagement by 65% through strategic content development and community building.
 - Launched successful crowdfunding campaign securing 70% of target funds through strategic storytelling.
 - Developed a social media impact driven plan, mapping user needs and designing touchpoints for enhanced experience delivery.
 - Conducted bi-monthly analytics review, optimising content for SEO.
 - Created content and design for Mail chimp generated E-mail marketing campaigns.
- 2020-2021** **Emotions Matter Foundation (Light Up)** **New Delhi, India**
Campaign and Research Fellow
- Researched and developed comprehensive database of educational and employment resources
 - Created personalized social media strategies for 15 young people from marginalised communities associated with the organisation to enhance their personal brand
 - Designed proposals for corporate social responsibility partnerships using strategic storytelling.
- 2021** **Mental Health Foundation (India)** **New Delhi, India**
Content Writer
- Developed content aligned with comprehensive UI/UX strategy and organizational vision.
 - Created narrative frameworks that communicated complex mental health concepts to diverse audiences.
 - Coordinated with design team to ensure content integration with overall user experience

SKILLS

DESIGN & RESEARCH

Trend Analysis, Horizon Scanning, Scenario Planning, Speculative Design, Stakeholder Engagement, Systems Thinking, Participatory Design Methods, Future Narrative Development, Digital & Print Production, Exhibition Design, Interactive Experiences

SOFTWARES & TOOLS

Adobe Creative Suite, Immersive Technologies - Generative AI, XR, VR, Basic Unity and Blender, and Python Basics

WRITING & STRATEGY

Content Strategy, Narrative Design, Research Documentation, Strategic Storytelling, Proposal Development

LEADERSHIP

- 2023-2024** **Digital Team Lead**, MA Information experience Design, at Royal College of Art
2023-2024 **Vice President** - The Feminist Society, at Royal College of Art
2018-2019 **Treasurer** - The English Debating Society, Gargi College