

Urvashi Bhorkar

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Senior Product Designer

About me, Senior Product Designer with 7+ years of experience, including 2+ years specializing in AI-powered workflow design, enterprise SaaS systems, and data-driven UX strategy. I design intelligent, scalable solutions that modernize complex platforms and accelerate business outcomes. At Anywhere Real Estate, I led AI-driven design initiatives in collaborating with cross-functional global and remote teams — from automating document management with intelligent filing flows - driving 600%+ efficiency gains, to streamlining relocation expense reporting with RAG and Agentic AI - and influencing \$6.8M+ in exec-level investments. I blend systems thinking, behavioral insight, and emerging tech to craft human-centered, explainable AI experiences that earn trust and deliver results.

Known for translating ambiguity into action, aligning stakeholder goals with future-state journeys, and scaling design systems that improve UX maturity across organizations. I thrive on collaboration, building strong partnerships to deliver well-executed designs that enhance efficiency.

Strengths End-to-End Service Mapping | Data-driven Systems Design | AI-driven Strategy | Visual and Prototyping | Stakeholder Collaboration | Cross Functional Leadership | Go-to-Market (GTM) | Process Improvement

Experience

Anywhere Real Estate Inc. | Madison, NJ | March 2020 – 2025

Product Designer II

Program | Cartus Relocation Management - B2B & B2C | Reimagine E2E Customer, Client, Internal employee & Supplier Experience

- Collaborated with 15 cross-functional leaders in a 10-week executive-led transformation workshop to reimagine end-to-end (E2E) customer, client and internal employee journeys and define AI-driven product strategies for organizational growth.
- Co-created cross-functional product strategy by aligning AI-driven journey maps across departments, leading to \$6.8M+ in executive buy-in and long-term platform modernization efforts.
- Designed compelling customer AI-powered self-serve expense reporting for securing Cartus RFP to retain Fortune 500 Clients & C-suite Executive review— translating complex user needs into strategic design decisions for personalized policy support.
- Built interactive prototypes in Figma and led collaborative design workshops with cross-functional stakeholders to align on financial workflows and expense policy nuances for AI-powered experiences.
- Developed SOX-compliant design flows and task automations, balancing usability with robust security requirements across a multi-tenant B2B system, shaping data-informed experiences aligned to OKRs for modernization of enterprise platforms.
- Led cross-functional design pods across multiple initiatives, mentoring junior designers and elevating design maturity through systems thinking and applying scalable design systems, including by guiding design rituals and critique culture.
- Created visual storytelling frameworks to effectively communicate design rationale to cross-functional teams, improving alignment and reducing development cycles; resulting in a culture of transparency and GTM stakeholder collaboration.

Program | Transaction Management – B2B | SaaS | Contract to Close, Agent commissions, Document management & Broker Ops

- Designed and implemented AI-powered workflows for real estate transaction document filing, utilizing LLM-based pattern recognition, NLP, and Computer Vision to automate and streamline document processing.
- Partnered with data scientists and engineers to prototype AI-powered automation in document management, cutting processing time from 2 days to 30 seconds, boosting submission accuracy and increasing productivity by 600% monthly filings.
- Applied systems-thinking methodology to connect microservice backend logic with frontend usability, reducing friction in end-user experiences across complex, compliance-driven domain.
- Owned modernizing and streamlining complex home sale transaction workflows and eliminated data silos—cut processing time by 35% and raised NPS from –19 to 35+ in 6 months.
- Contributed to setting up the Zeroheight documentation for the first ever Anywhere Design System—enhancing visual consistency, content clarity, and WCAG 2.2 accessibility for better designer–developer handoff.
- Partnered with Product leaders to shape strategic roadmaps, identifying high-impact design opportunities to align with OKRs.

- Collaborated closely with engineering to define microservices-driven UX flows and worked with product managers to optimize backend–frontend handoff across SaaS platforms.
- Partnered with UXR and Data science teams to analyze qualitative interviews and quantitative usage data, directly informing design iterations and testing strategies—driving targeted SUS score improvements and surfacing cross-role pain points.

Vitamin Shoppe | Secaucus, NJ | February 2019 – February 2020

Senior UX Designer

Program | B2C - Modernize Product Detail and Landing page Web & Mobile app - native iOS/ Android | Health and Wellness Retail

- Redesigned the Vitamin Shoppe legacy website, iteratively and enhanced PDP, PLP, and Cart for cross-platform user journey.
- Conducted usability tests via UserTesting.com, delivering insights to improve key customer touchpoint experiences.
- Crafted wellness-oriented digital experiences by simplifying product discovery and enhancing education through PDP/PLP optimization, leading to a 27% increase in conversions on PDP, up from 3% over 3 months.
- Created and owned the style guide, delivering WCAG 2.1-compliant visual designs for responsive, cross-platform compatibility.

Previous Experience in concept to consumer Product Life-cycle Development & People Management

One Jeanswear Group, NY | Ralph Lauren Corp., NY | Elie Tahari LLC, NJ | Nautica International Licensing, NY

Education

Fashion Institute of Technology (FIT), NY | A.A. Sciences in Textile Development and Marketing | Summa Cum Laude

National Institute of Fashion Technology (NIFT, a Top 10 Global Fashion School Ranking) India | B.A. Sciences in Fashion Design

Certificates

- Human Computer Interaction (HCI) | MIT, Cambridge, MA
- User Experience Design Immersive (UXDI) | General Assembly, New York, NY
- Google Analytics Bootcamp | General Assembly, New York, NY
- Project Management Basics | NYU, New York, NY
- Blockchain Essentials | IBM Certification
- Master UX Design in Artificial Intelligence | Human Centered AI Institute

Community Service

Ek Kadam Aur (One Step Forward) Foundation | Accessible education to underserved community and the blind children in India

- Started the first named annual merit-cum-means Highschool Scholarship Program. I support 10 children's education annually.
- Conduct virtual education on Demystifying UX for the participating High School students in India and Nepal.

Anywhere Real Estate Inc. 2023-25 | ERG Impact Leader

- Hosted and moderated events to engage C-suite leadership & CB Agents & Brokers to engage in employee development and growth.

Skills

Design – Interaction Design | Information Architecture/ Site Map | User Flow/Workflow Diagrams | Wireframes; Lo, Mid and Hi-fidelity | Prototyping | Storyboarding | User Journey | Service Blueprint | Process Mapping | Style Guide/Design System contribution

Research – Usability Testing | User Interviews | Affinity Mapping | Persona | Contextual Inquiry | Competitive Analysis | Heuristic Evaluation

Tools – Figma - wireframes and prototype | Lottiefiles – animations | Voiceflow - Conversational AI | Figjam, Miro, Loom – collaboration | JIRA - user stories | Confluence - scoping doc | Dovetail - Research doc | Zeroheight - Design System | Asana, Monday.com
