Tejaswi Borkar, Product/Strategic Designer

Worked on various brands like DSP Mutual Funds, Aditya Birla Group, Pearson, EXL Health & Analytics, Infinity Learn & Capitalmind.

Professional Experience

Senior UX Designer | FarmERP

Jan 2023 - Current

- Led design for a **large-scale farm management platform**, supporting decision-making across irrigation, pest control, & yield prediction
- Designed a voice-first AI system for 20,000+ farmers, enabling real-time, conversational crop advisory via WhatsApp
- Conducted **field and stakeholder research** to uncover gaps in on-ground decision-making across diverse farming contexts
- Translated insights into conversational and data-driven workflows, simplifying complex agricultural data into actionable recommendations
- Designed systems for timing-critical interventions (irrigation, spraying, pest control), improving clarity in high-risk scenarios
- Worked on a **carbon intelligence concept** (biochar-based) to make climate impact measurable and actionable for enterprises
- Built and **scaled a design system** to unify fragmented product experiences across farmer, supervisor, and admin interfaces

User Experience Designer | HumanX

Oct 2020 - Nov 2022

- Designed end-to-end experiences across **fintech, healthcare, ed-tech, and social impact products**
- Worked on B2B and B2C platforms, simplifying complex workflows into intuitive user journeys
- Led **research, wire-framing, prototyping, and usability testing** across multiple client projects
- Collaborated closely with product and engineering teams to deliver production-ready solutions
- Contributed to **design strategy and product thinking** beyond visual design

UX Research Intern | Hureo User Research Company

Dec 2019 - Apr 2020

- Conducted research with diverse user groups including farmers, regional users, and retail stakeholders
- Assisted in **participant recruitment, contextual inquiry, and insight synthesis**
- Translated research findings into **clear, actionable design insights**

UX Design Intern | Till It Clicks

May 2019 - Jun 2019

- Designed and prototyped a desktop application
- Collaborated with cross-functional teams
- Gained exposure to digital marketing and user acquisition strategies

Contact

Website : tejaswiborkar.framer.website/

Email id : tejaswiborkar17@gmail.com

Education

Symbiosis Institute of Design

Bachelor of Design (User Experience Design)

2016-2020

Courses

Behavioural Economics

Ogilvy Consulting | By Rory Sutherland

Human-Computer Interaction: The Foundations of UX Design

Interaction Design Foundation | By Alan Dix

Skills

User Research

Heuristic Analysis

Web Design

Inclusive Design

Interaction Design

User Interviews

Design Strategy

Personas

Journey Mapping

Usability Testing

Visual Design