

EMILY ROOPKUMAR

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WORK EXPERIENCE

IMOLA SOLUTIONS

UX/UI DESIGNER

Aug 2025 - Oct 2025

Directed the full-scale redesign of several Imola-owned SAAS websites, handling the UX/UI process from initial research to ideation and prototypes. This role involved overseeing every step to ensure a cohesive and user-centric final product.

PROMOVRE

CLIQ MOBILE DESIGN INTERNSHIP

Jun 2025 - July 2025

Designed a mobile app for the Cliq website, creating a solution so effective it was praised for its quality and recognized for surpassing project expectations. The lead developer is scheduled to present my final mockups at the end of 2025, with my future assistance requested for its implementation.

CVS/AETNA

KEY ACCOUNTS MANAGER

Mar 2021 - Jul 2024

Managed and retained over 10 SF Bay Area key accounts, ensuring effective communication and user satisfaction. Led educational seminars and annual reviews presenting complex data and information in accessible formats. Consistently met or exceeded sales targets.

PRINCIPAL FINANCIAL GROUP

REGISTERED REPRESENTATIVE

Jan 2020 - Mar 2021

Identified needs and created financial plans for clients. Designed and delivered presentations using storytelling and data visualization techniques. Exceeded first year sales target by over 50% during pandemic.

ADMINISTRATIVE ASSISTANT

Feb 2019 - Jan 2020

Assisted financial advisors in business processing and salesforce database management. Promoted to Registered Representative due to recognition of interpersonal and communication skills.

POWERHOUSE MINISTRIES

OPERATIONS MANAGER

July 2018 - Dec 2018

Implemented low-income community programs, ensuring accessibility and user engagement. Managed administrative operations and improved efficiency and process flow.

EDUCATION

Google UX Design Certificate

Coursera

MA Intercultural Studies/
MA Leadership

Trinity International University, IL

BA Psychology

Bethel University, MN

AWARDS AND RECOGNITION

CVS Heart at Work Award for "Putting People First"

Summa Cum Laude honors for both Master's programs

Mosaic Ministries Scholar (1/2 tuition scholarship for MA)

SKILLS

Wire-framing and Prototyping

User Research/Testing

Responsive Design

Information Architecture

Figma and Adobe Suite