

ROOPA RAMANUJAM

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Designer-engineer hybrid interested in using emerging technologies to create novel products and experiences. I bring a human-centered design approach to building technology and thrive in fast-paced, interdisciplinary environments.

SKILLS

Rapid prototyping | Interaction design | Visual design | User research & testing | Full-stack product development | Systems thinking | Human-centered AI applications | Electronics & physical computing | Digital fabrication | Teaching & curriculum design | Data analysis | CI/CD | Agentic AI

Tools:

React · TypeScript · Next.js · HTML/CSS · Figma · Adobe Creative Suite · Python · Ruby on Rails · Claude Code · Replit · Microcontrollers · Sensors · TouchDesigner · Git

EXPERIENCE

UC BERKELEY

Berkeley, CA

Graduate Student Instructor

Aug - Dec 2025

- Taught 50+ nontechnical graduate design students advanced fabrication, electronics, and programming concepts.
- Designed and delivered lectures and hands-on tutorials on computing topics including APIs, LLM agents, and electronics.
- Rebuilt course infrastructure to better align learning outcomes with program goals.

Research Assistant

May - Sep 2025

- Prototyped low-cost environmental sensing methods using emergent behaviors in materials like crystals and viscous fluids.

COMMON SENSE MEDIA

San Francisco, CA

AI Prototyping Intern

June - Aug 2025

- Led prototyping of an AI-powered tool to help families evaluate YouTube content for young kids, progressing from early technology exploration to multiple prototypes and ultimately an MVP solution.
- Designed and built interactive experiences that transformed LLM outputs into visual summaries and safety indicators..
- Conducted 15+ discovery interviews and usability studies of prototypes with parents and educators, using findings to narrow product concepts and iterate on high-impact features.
- Delivered functional prototypes, research insights, and roadmap recommendations to product and engineering teams, shaping the launch of a video pre-screener tool for millions of families.

ASCEND (Series A startup)

San Francisco, CA

Product Engineer

May 2022 - July 2024

- Built end-to-end B2B insurance financing tools used by agencies and policyholders, processing \$20M+ in weekly premiums and reducing loan approval time from 3 days to 0.5 days.
- Implemented high for complex processes like cancellations and refunds, partnering with design and operations to resolve edge cases and improve customer experience.
- Conducted customer discovery with insurance agents and internal stakeholders, translating insights into product direction.

AMERICAN EXPRESS

New York, NY

Software Engineer

Aug 2019 - April 2022

- Built and A/B tested frontend features for U.S. consumer credit card applications used by thousands of daily visitors.
- Built backend risk decision engine components to handle thousands of daily credit card approval decisions.
- Developed a remote team-bonding app used by 200+ employees, then led an internal workshop on React app development.
- Helped organize 10+ Women in Tech events, strengthening inclusive technology culture across the company.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Dec 2025

Master of Design, Graduate Certificate in New Media

Relevant Coursework: Designing Emerging Technologies; User Research; Visual Design; Prototyping; Tangible User Interfaces; Climate, People, & Informatics; Physical Fabrication; Designing With Electronics; Teaching Techniques For Computer Science

Honors & Awards: Top Thesis Project Award, Design For Good grant recipient, Distinguished Scholar Award

SELECTED PROJECTS

INNER SIGNAL: Making Diabetes Education More Accessible 2025

- Designed and built an interactive [web app](#) to educate newly diagnosed diabetes patients on factors affecting blood sugar.

[WELLNESSMAXXING](#) (MASTER'S THESIS - WINNER OF THESIS PROJECT AWARD) 2025

Built a futuristic wellness brand from end to end through wearable sensors, companion apps, and video storytelling content.

CARBON-NEUTRAL CAFE 2025

- Ran a sustainable cafe pop-up as a live testbed to design and evaluate eco-feedback in menus, resulting in design principles for food service contexts.

[TBOOK](#): Tactile Learning For Visually Impaired Children (featured in SF Design Week) 2025

- Created a multisensory educational toy to introduce visually impaired children to new experiences before embarking on them.

[VIRTUAL TRAVEL AGENT](#) 2026

- Built a virtual travel agent with LangChain prebuilt agents, enabling itinerary planning and real-time flight search.

HONORS, AWARDS & LEADERSHIP

- Top Thesis Project Award, Berkeley MDes 2025

- Design For Good Grant recipient, Berkeley MDes 2025

- Distinguished Scholar Award, Berkeley MDes 2024-2025

- Elected DEIB Lead, Berkeley MDes 2024-2025

- Women In Technology board member, American Express 2020-2022

- President, Princeton Bhangra 2017-2018