

ROSA ANGELOVA, PhD

Founder of BW Health Academy

1009 Fairview Ave

Wilmington, DE 19809

(925) 330-7987 | rosa.angelova@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY:

Experienced and innovative UX designer and wellness professional with a PhD in Nutritional Sciences and a proven track record of leading successful health and wellness initiatives, coaching programs, and educational projects. Skilled in user experience design, health app development, and strategic business management. Recent UX/UI design training enhances my expertise in digital health tools, positioning me to create user-centered wellness solutions that drive transformative change for individuals and organizations.

KEY SKILLS: UX/UI Design • Wireframing • Storyboarding • Prototyping • Usability Testing • Information Architecture • User Interviews • Personas • Site Map • User Journey • Card Sorting • Competitive & Heuristic Analysis • Project Management & Strategic Planning • Nutritional & Wellness Program Design • Client Relationship Management • Multilingual: Fluent in English & Bulgarian, Intermediate in Russian

KEY TOOLS: Figma, FigJam, Sketch, Balsamiq, Adobe XD, inVision, Xtesnio, Miro, Google Form, Google Analytics/Docs/Slides, Slack, Microsoft Teams, Zoom, WCAG Contrast Checker, Unsplash, Iconify, Humaans

EDUCATION:

Springboard - Certificate - UX/UI Design Career Track	2025
University of California at Davis – Certificate - General Business Administration & Management	2012
Cornell University - Doctor of Philosophy (PhD) - Nutritional Sciences	2011
Sofia University - Master of Science (MS) - Environmental Science	2004
Sofia University - Bachelor of Science (BS) - Environmental Science	2002

PROJECTS:

Springboard UX/UI Designer in Training - Online **2023 - Present**

Completing a 700+ hour of hands-on coursework with 1:1 expert mentor oversight producing a portfolio of projects:

- *CompEat Plan, A User-Centered Wellness App*: Developed an adaptive wellness app, from concept to prototype using Figma, FigJam, Xtensio, and Miro, with the objective of building sustainable health habits in novice wellness seekers.

EXPERIENCE:

Principal & Owner – BW Health Academy - Washington, DC & Online **2013 - Present**

- Developed and launched a proprietary nutrition program transforming the health habits of solution-driven, busy professionals; achieved high client satisfaction and retention through customized concierge nutrition coaching and meal prep services.
- Conceived and led transformative yoga retreats in the US and internationally, managing all stages from planning to execution, enhancing participants' wellness journeys and expanding BW Health Academy's global reach.
- Delivered comprehensive exercise science and fitness coaching, integrating disciplines such as yoga, Pilates, barre, HIIT, and corrective exercise, to optimize client fitness and support lasting physical health improvements.
- Designed, coordinated, and evaluated integrative worksite wellness programs, aligning with organizational goals to enhance employee well-being and boost productivity.
- Created and presented tailored nutrition, health, and wellness educational content, including lectures, seminars, and workshops, fostering lifestyle change and client empowerment.
- Spearheaded business development and executive management strategies, contributing to sustained growth and positioning BW Health Academy as a trusted leader in health and wellness services.

Associate Faculty - University of Phoenix - Columbia, MD

2013 - 2016

- Developed engaging instruction in Elements of Health and Wellness (SCI 163), fostering students' understanding of the mind-body connection and its role in effective learning and overall wellness.
- Developed and implemented strategic teaching methods to introduce wellness and preventive health fundamentals, equipping students with actionable strategies to achieve and sustain optimal personal health.
- Enhanced students' awareness of physical and mental health risks by leading in-depth discussions on disease prevention, environmental health, stress management, and the impact of addiction, guiding students toward informed health decisions.

Post-Doctoral Teaching Associate & Graduate Teaching Assistant - Cornell University

2006 - 2012

Division of Nutritional Sciences - Ithaca, NY

- Spearheaded curriculum development and coordination, enhancing program relevance and alignment with evolving health and medical science trends, resulting in enriched student learning experiences.
- Developed high-impact teaching and advising for both graduate and undergraduate students, contributing to their academic growth and success in nutritional sciences.
- Created and managed innovative educational materials and class activities that engaged students and reinforced key concepts, leading to improved retention and application of course content.
- Collaborated with cross-functional teaching teams to integrate diverse perspectives into the curriculum, promoting a holistic and interdisciplinary learning environment.
- Led project teams by delegating tasks effectively, fostering a cooperative atmosphere, and ensuring efficient course administration and delivery.
- Conducted comprehensive teaching and learning assessments, gathering data to continuously refine instructional methods and meet standards.
- Committed to professional development in teaching, staying current with best practices to enhance instructional quality and student engagement.

Doctoral Researcher - Cornell University - Division of Nutritional Sciences - Ithaca, NY

2006 - 2011

- Designed, developed, and executed a complex research study from inception to completion, ensuring rigor and adherence to scientific standards while advancing the field of nutritional sciences.
- Achieved research objectives by effectively managing time, budget, and resources, delivering high-quality results within established project parameters.
- Established and maintained key partnerships, enhancing study support, and facilitating effective communication across multidisciplinary teams.
- Successfully recruited diverse study participants within challenging timelines, supporting robust and representative research findings.
- Conducted extensive, in-depth interviews, building rapport, and collecting valuable qualitative data that enriched study insights.
- Led a research team by delegating tasks and fostering collaboration, contributing to a productive and efficient research environment.
- Performed comprehensive qualitative and quantitative data analyses using analytical software, generating critical insights that contributed to peer-review publications and presentations.

Environmental Compliance Specialist & Project Manager - Shaw Environmental & Chemical Data Management Systems - San Jose & Dublin, CA

2004 - 2006

- Provided expert compliance consulting, leveraging technical knowledge to interpret and implement complex policies, ensuring regulatory adherence across multiple sites and minimizing risk.
- Proactively managed control system data and permit compliance, preventing substantial fines and maintaining regulatory standing for high-profile clients.
- Led projects from inception to completion, balancing technical and compliance requirements while meeting deadlines and budget constraints.
- Conducted thorough site inspections and client consultations, identifying, and mitigating compliance gaps and establishing clear corrective actions.
- Developed and maintained compliance documentation and drafted detailed reports, ensuring clarity, accuracy, and alignment with regulatory standards.

- Identified EHS and OSHA training needs, designing targeted training programs that enhanced workplace safety and compliance knowledge.
- Delivered staff training on regulatory requirements, contributing to a culture of compliance, and reducing incidents of non-compliance.

CERTIFICATIONS:

UX/UI Design Career Track Certificate - Springboard	2023 - 2025
Food Safety Manager Certification (FSMC) – DC Department of Health	2019 – 2021
ServSafe Food Protection Manager – National Restaurant Association Educational Foundation	2018 – 2023
Registered Yoga Teacher - 500-hour (RYT 500) - Yoga Alliance License	2015 – 2024
Registered Prenatal Yoga Teacher (RPYT) - Yoga Alliance License	2015 – 2024
Corrective Exercise Specialist (NASM-CES) - National Academy of Sports Medicine	2015 – 2024
Behavior Change Specialist (NASM-BCS) - National Academy of Sports Medicine	2015 – 2024
Certified Personal Trainer (NASM-CPT) - National Academy of Sports Medicine	2013 – 2024
CPR & AED Responder - American Heart Association/American Stroke Association	2013 - 2024
First Aid Responder - American Heart Association/American Stroke Association	2013 - 2017
Experienced Registered Yoga Teacher - 200-hour (E-RYT 200) - Yoga Alliance	2005 - 2024

ORGANIZATIONS:

National Academy of Sports Medicine (NASM)	2013 – 2024
American Society for Nutrition (ASN)	2011 – 2024
Society for the Scientific Study of Religion (SSSR)	2011 – 2015
Yoga Alliance (YA)	2005 – 2024