Pam Roque

New York, NY | pamroque.com
pamelajroque@gmail.com | +1 (929) 510-3361

I'm Pam Roque (*ro-keh*), a Full-Stack Product Strategist & Designer based in NYC. With over nine years of experience in Digital Product Design & Development, I've honed my skills in Product Management, UX Strategy, UX Research, and UX/UI Design.

EXPERIENCE

Senior UX Architect   Feb 2023 - Present
IPG Health, New York, NY
- **Meaningful engagement strategy for millions of users:** Crafts the UX strategy for various healthcare brands and their patient and healthcare professional audiences; auditing websites and apps to build product roadmaps enhancing engagement
- **Data-informed decisions through research:** Leads the UX research function, executing qualitative research assessing the effectiveness of websites and apps through user interviews, usability testing, competitive audits, and clickstream analyses
- **Growth-driven, user-centered design:** Designs intuitive information architecture and user flows for websites and apps, leveraging service blueprints, journey maps, site maps, and wireframes

Product Designer   May 2022 - Oct 2022
Teladoc Health, New York, NY
- **Drop-off reduction for 80M+ patients:** Conducted comprehensive UX audits and subsequently strategized improvements for over 80 million patients scheduling visits with health care providers
- **Voice-assisted health care:** Supported the research and design of voice-assisted scheduling of doctor visits through IoT audio assistants
- **Meaningful UX strategy for 730K+ patients:** Architected enhancements in the medication optimization program, elevating longitudinal care for over 730K patients with chronic conditions

Research Assistant, UX Strategy   Jan 2022 - May 2022
Parsons Entrepreneurial Lab, New York, NY
Steered the 0-1 strategy and UX design of a website for the research lab's newly published book about Entrepreneurship and Strategic Design

Head of UX Design   Feb 2021 - Jan 2022
SeriousMD, Metro Manila, Philippines
- **Drop-off reduction for 1M+ transactions:** Audited the telehealth platform, resulting in a comprehensive product roadmap reducing drop-offs for over 1M transactions monthly
- **Usage satisfaction for 10K+ HCPs:** Streamlined the EHR (electronic health records) platform to alleviate pain points and enhance usability during clinic creation and management for over 10K health care providers
- **Digital innovation for the "new normal":** Architected a digital pharmaceutical sampling program, ensuring patients received free samples even amidst the peak of COVID-19

Growth Hacker (Product Manager)   Jun 2020 - Oct 2020
Summit Media, Metro Manila, Philippines
Steered the 0-1 product strategy and laid the UX and UI groundwork for a new venture lifestyle media app consolidating content from established brands and captivating over 30M MAU

Interim Director of Marketing
Migo, Jakarta, Indonesia

Jul 2019 - Apr 2020

- **Increased CAC-to-Conversion by 30%:** Devised and implemented CLV-optimized acquisition and retention programs achieving a 30% increase in CAC-to-Conversion
- **Strategic leadership for market expansion:** Collaborated closely with the CEO and GM to develop the brand, marketing, and revenue strategies for market expansions in the Philippines and Indonesia

Product Manager
Migo, Manila, Philippines

Aug 2018 - Jun 2019

- **Drop-off reduction by 50%:** Streamlined in-app customer acquisition, resulting in 50% lower drop-offs
- **Collaborative stakeholder management and agile leadership:** Collaborated closely with the CEO, Product Director, and other technical leaders in shaping the product backlog and roadmap, while leading a team of eight UX & UI Designers and Full-Stack SW Engineers through Agile methodology

UX/UI Designer
Migo, Manila, Philippines

Sep 2015 - Jul 2018

- **Increased customer satisfaction by 60%:** Revamped the UX and UI for Migo content downloads by transitioning from memory card usage to Wi-Fi, resulting in a 60% increase in customer satisfaction
- **Designed for emerging market realities:** Designed a digital queuing system to ensure optimal downloads during high-traffic usage at transportation hubs, as well as overhauled the Service, UX, and UI Design of the payment ecosystem to align with usage behaviors of mom-and-pop store owners

EDUCATION

Master of Science (M.S.) - Strategic Design and Management
Parsons School of Design, New York, NY

Aug 2021 - May 2023

Bachelor of Arts (B.A.) - Multimedia Arts
De La Salle-College of Saint Benilde, Manila, Philippines

May 2011 - Apr 2015

SKILLS

Product Management, Product Roadmapping, Service Design, UX Design, UI Design, UX Research, Growth Marketing, Front-End Web Development, Design Thinking, Information Architecture, Journey Mapping, Service Blueprinting, Prototyping, Usability Testing, Accessibility

LICENSES & CERTIFICATIONS

WAI0.1x: Introduction to Web Accessibility
edX

2023

Accessibility Specialist
Wix

2023