



PAM ROQUE

FULL-STACK
PRODUCT STRATEGIST



 New York, NY

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PORTFOLIO

pamroque.com

SKILLS

Product Management

UX Research

Service Design

UX & UI Design

WCAG Compliance

"It is an absolute pleasure to work with Pam. As a design lead, she is highly responsive and approaches every problem with care and attention to detail. She has natural leadership qualities and is well-versed in her field."

I have learned a lot from her that helped me in every aspect. Pam is the best person any aspiring designer can ask for, and I highly recommend her as a valuable asset."

**- Em Armentia,
Former Direct Report**

pamroque.com

EDUCATION

Parsons School of Design at The New School

MS STRATEGIC DESIGN AND MANAGEMENT

AUG 2021 - MAY 2023

EXPERIENCE

Senior UX Architect

IPG Health <https://ipghealth.com>

FEB 2023 - PRESENT

- **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

Teladoc Health <https://www.teladochealth.com>

MAY 2022 - OCT 2022

- **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

Head of UX Design

SeriousMD <https://seriousmd.com>

FEB 2021 - JAN 2022

- **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)

Summit Media <https://www.summitmedia.com.ph>

JUN 2020 - OCT 2020

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

Migo <https://migo.io>

Interim Director of Marketing

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

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

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

OTHER EDUCATION

De La Salle - College of Saint Benilde

AB MULTIMEDIA ARTS
MAY 2011 - APR 2015

University of the Philippines Diliman

BUSINESS ADMINISTRATION
JUN 2008 - MAR 2011 (DISCONTINUED)