

Pam Roque

Brooklyn, 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 10 years of experience in Product Strategy, UX Research, and UX/UI Design for consumer-focused and B2B2C platforms, I employ a unique blend of strategic, persuasive, and inclusive design.

EXPERIENCE

Interim Head of Product Feb 2026 - Present
CareValidate, New York, NY

- **Strategic and tactical platform improvement planning:** Leads stakeholder sessions to deliver holistically prioritized, resource-planned, and timeline-committed plans
- **Mitigating production issues:** Built and leads the company's first robust UAT process

Lead Product Designer Dec 2025 - Present
CareValidate, New York, NY

- **Personalized care enablement:** Within my first month, designed the workflows and influenced software architecture enabling clinicians to recommend add-on treatments

Lead UX Architect Nov 2024 - Nov 2025
IPG Health, New York, NY

- **Human-centered UX and content strategy for millions:** Strategizing for health and pharmaceutical brands and their patient and healthcare professional audiences; auditing websites and apps to build product roadmaps enhancing accessibility and 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 designs:** Designs intuitive information architecture and user flows, crafting service blueprints, journey maps, site maps, wireframes, and prototypes

Senior UX Architect Feb 2023 - Oct 2024
IPG Health, New York, NY

- **Led 0-1 e-commerce UX and service design:** For the first and only self-administered nasal spray flu vaccine in the US
- **Increased sign-up completions by 73%:** Simplified the sign-up process for a financial support program for high-stroke risk patients, with daily sign-ups also improved by 27%

Product Designer (Member Growth) May 2022 - Oct 2022
Teladoc Health, New York, NY

- **Reduced drop-offs for 80M+ patients:** Conducted UX audits and devised improvements for patients scheduling visits for urgent, mental health, and primary care
- **AI & voice-assisted health care:** Supported the research and design of voice-assisted scheduling of doctor visits through the top AI-powered IoT audio assistant in the US
- **Meaningful UX strategy for 730K+ patients:** Architected enhancements for the medication optimization program, enhancing longitudinal care for chronic conditions

Head of UX Design Feb 2021 - Jan 2022
SeriousMD, Metro Manila, Philippines

- **Reduced drop-offs for 1M+ transactions:** Audited the NowServing telehealth platform, resulting in a product roadmap including a revamp of the information architecture, the appointment booking experience, and the app's design system

- **Increased usage satisfaction for 10K+ clinicians:** Streamlined the EHR (electronic health records) platform to improve the usability of clinic creation and management UX
- **Digitizing for the “new normal”:** Architected and designed a digital pharmaceutical sampling program allowing diabetes patients to receive insulin injection samples from their doctors, even at the peak of COVID-19

Product Manager (Growth Hacker)

Jun 2020 - Oct 2020

Summit Media, Metro Manila, Philippines

- **Led 0-1 product and UX strategy:** Steered the value proposition research and information architecture for a new venture lifestyle media app capturing over 30M MAU

Product Manager (Marketing Orchestration)

Aug 2018 - Apr 2020

Migo, Jakarta, Indonesia

- **Increased CAC-to-Conversion by 30% and reduced drop-offs by 50%:** Simplified and streamlined in-app customer onboarding and sign-ups, and implemented CLV-optimized acquisition and retention programs for offline-to-online journeys
- **Agile and strategic leadership for market expansions:** Collaborated closely with the CEO, GM, and Product Director in shaping the product backlog and the brand strategies for market expansions in the Philippines and Indonesia, while leading a team of UX/UI Designers and SW Engineers through Agile methodology

UX/UI Designer

Sep 2015 - Jul 2018

Migo, Manila, Philippines

- **Increased customer satisfaction by 60%:** Revamped the UX and UI for Migo content downloads by transitioning from memory card usage to zero-friction downloads over Wi-Fi, and designing a digital queuing system to ensure optimal downloads during high-traffic usage at transportation hubs
- **Increased billing efficiency by 50%:** Overhauled the service, UX, and UI design of the payment ecosystem to align with usage behaviors of retailers hosting Migo's service and create a seamless experience across the customer-facing mobile app, retailer-facing POS terminal, and employee-facing Sales and Billing systems

EDUCATION

Master of Science (M.S.) - Strategic Design and Management

Aug 2021 - May 2023

Parsons School of Design, New York, NY

Bachelor of Arts (B.A.) - Multimedia Arts

May 2011 - Apr 2015

De La Salle-College of Saint Benilde, Metro Manila, Philippines

SKILLS

Product Management, Service Design, UX Design, UI Design, UX Research, Front-End Web Development, Design Thinking, Information Architecture, Digital Accessibility & Compliance

CERTIFICATIONS

WAI0.1x: Introduction to Web Accessibility

2023

edX

Accessibility Specialist

2023

Wix