

PAM ROQUE

FULL-STACK
PRODUCT STRATEGIST



 Brooklyn, NY

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SKILLS

Product Management
UX Research
Service Design
UX & UI Design
Design Systems
WCAG Compliance

WEBSITE

pamroque.com

"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**

EXPERIENCE

IPG Health <https://ipghealth.com>

Lead UX Architect

NOV 2024 - PRESENT

- **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 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

- **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

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

MAY 2022 - OCT 2022

- **Drop-off reduction for 80M+ patients:** Conducted comprehensive 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 in the medication optimization program, elevating longitudinal care for over patients with diabetes and hypertension

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
- **Digitizing for the "new normal":** Architected and designed a pharmaceutical sampling program allowing diabetes patients to receive insulin injection samples from their doctors, even at the peak of COVID-19

Growth Hacker (Product Manager)

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

JUN 2020 - OCT 2020

Led the 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.

Migo <https://migo.io>

Product Manager (Marketing Orchestration)

AUG 2018 - APR 2020

- **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
- **Collaborative stakeholder management and agile leadership:** 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

- **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

Parsons School of Design at The New School

MS STRATEGIC DESIGN AND MANAGEMENT

AUG 2021 - MAY 2023

De La Salle - College of Saint Benilde

AB MULTIMEDIA ARTS

MAY 2011 - APR 2015