

# Carlo Roderos

Product Designer

Location: Manila, Philippines (Remote)

Email: croderos@gmail.com

Phone: (+63) 917 5615561

Portfolio: coroflot.com/carloroderos

LinkedIn: linkedin.com/in/rcroderos

## SUMMARY

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Product designer with 20 years across UI/UX design, visual design, and design systems. The last ten have been B2B SaaS, remote, on European and Australian hours from Manila: a merchant platform, a consumer tracking app, and the internal tooling dispatch runs on, plus the design system underneath all three. I design by building, turning product requirements into interactive prototypes in production code rather than static mockups, and I work across the whole surface: user flows and interaction design, design systems and design tokens, branding, and accessibility (WCAG). AI is woven through my process, from directing AI coding agents to build prototypes to running my own local language and image models.

## WORK EXPERIENCE

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### Product Designer, Trunkrs

*Last-mile parcel delivery for NL & BE | Woerden, Netherlands (remote from Manila) | Dec 2020 - Present*

- Designed the Shipping Portal merchant platform and grew it from a shipment-management core (searchable shipments table, detail views, self-service delivery edits, claims) into a full self-service platform: plan management where merchants pick and price their own delivery options, account settings, user and organization management, and store integrations. Merchants now handle their shipping without leaning on operations.
- Persistent forecast misses fell to under 3% of merchants after the forecasting redesign shipped. Trunkrs' own prediction became the default and silence counts as agreement, so merchants weigh in only where they know something the model cannot: a promotion, a stock-out, a holiday closure. Trend charts and accuracy grades show each merchant how their own numbers landed.
- Replaced the aging consumer Track & Trace with a new mobile-first, responsive parcel-tracking app, covering the map interface, onboarding, and account management.
- Ran workflow sessions with dispatch and planning, screensharing through how the job actually got done, and had them record real shifts. That is where the picture of the old process came from: tour state spread across spreadsheets, confirmations over WhatsApp, and every number looked up one query at a time.
- Built the internal monitoring tools that give dispatch a live view of collection and distribution tours on an interactive map, with editing controls to adjust tours as conditions on the ground change.
- Turn product requirements into interactive, high-fidelity prototypes built in production code, directing AI coding agents like Claude Code, so engineers get working references instead of static mockups.
- Own the Trunkrs design system: the design tokens, components, and accessibility (WCAG) standards that keep the product consistent as it grows.
- Handle supporting brand and communications work.

### Senior UI Designer, Effective Digital (later GreenOrbit, now part of Knosys)

*Intranet & digital-workplace SaaS | Melbourne, Australia (remote from Manila) | May 2016 - Dec 2020*

- Led the overhaul of GreenOrbit, the flagship intranet product, across web front-end, admin, and mobile app, and rebuilt it on a new design system. The work was named a SaaS Awards finalist for UX/UI design.
- Analyzed competing platforms to find where a nine-version-old product looked dated against what buyers expected, then rebuilt it across four surfaces as GreenOrbit.
- Moved the whole company off Photoshop and Illustrator onto Figma as the company-wide interface design

tool, and ran hands-on training to get designers and marketing comfortable with it.

- Designed custom intranet interfaces, bespoke branding, and mobile apps, and supported the marketing team with print assets and illustrations.

### **Designer, Oxygen Ventures (now LK Group)**

Melbourne-based venture capital firm | Mandaluyong City, Philippines | Jan 2014 - Feb 2016

- Built the branding and identity for several products in the group (Oxygen Ventures, Infinite Rewards, ECAL) and supported The Big Pitch, Australia's largest startup pitch event.
- Worked with product managers on wireframes, site maps, edge use cases, and user onboarding flows.
- Designed print assets for brochures, vouchers, and booths, plus marketing assets for member rewards programs and email campaigns.
- Ran regular team-building through board and social games to sharpen quick thinking and build camaraderie across teams.

### **Web Designer, Gameloft Philippines**

Mobile & video game developer | Makati City, Philippines | Dec 2009 - May 2013

- Started in a newly formed e-commerce team helping the Buenos Aires studio revamp the web store, and as the work paid off the team took over the full set of worldwide and localized stores through their various iterations.
- Redesigned and reimplemented the web store catalog and billing interface as the sole designer on the team, and built minisites for major game releases.
- Produced promotional banners across desktop, WAP, and HD tablet for carrier markets in Asia and Europe, along with custom-themed forums and support sites.
- Designed the user interfaces for the company's internal tools.

### **Designer (Consultant), NetBooster Asia (now Artefact)**

Digital marketing agency | Makati City, Philippines | Aug 2009 - Nov 2009

- Redesigned and relaunched Globe's broadband services on a three-month contract, working toward a contemporary, lifestyle-centric look aimed at a working-adult audience through several rounds of studies and shifts in direction from the client.
- Took on other Globe work along with projects for Seair, Greenwich, and a few international clients: new websites, logos, promotional layouts, and a full range of Flash and static advertisements.

### **Graphic / Web Designer, Offshoring, Inc.**

Design & development outsourcing | Ortigas Center, Pasig City, Philippines | Dec 2006 - May 2009

- Worked for an international client on web 2.0 projects, taking site concepts through to layouts and standards-compliant HTML/CSS code and resolving cross-browser consistency issues, and designed numerous site logos.
- Ran an in-house XHTML/CSS workshop for co-workers, followed by a photography workshop, and covered company events with photography.

### **Web Designer, Tridel Technologies Inc.**

Web & software development | Ortigas Center, Pasig City, Philippines | Mar 2006 - Dec 2006

- Designed website layouts and implemented them in XHTML/CSS for local and international clients under the AppsDev group, Alchemy Solutions.
- Designed the prepaid internet cards for the I-Republic brand, plus web and print collateral, and revamped existing pieces.
- Helped build Flash-based language training modules combining audio, video, and interactive components.

## **EDUCATION**

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- Ateneo de Manila University, BS Computer Science (coursework)
  - AMA University, BS Computer Science (coursework)

## SKILLS

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Product Design, User Interface (UI) Design, User Experience (UX) Design, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, High-Fidelity Prototyping, Rapid Prototyping, Design Systems, Component Libraries, Design Tokens, Usability, Usability Testing, User Interviews, Workflow Analysis, Contextual Inquiry, Competitive Analysis, Accessibility, Web Content Accessibility Guidelines (WCAG), Responsive Design, Mobile-First Design, Mobile App Design, Web Design, Visual Design, Branding, Brand Identity, Typography, Illustration, Print Design, Email Marketing, Front-End Development, HTML, CSS, AI-Assisted Design, Cross-Functional Collaboration

Design tools: Figma, Maze, Adobe Creative Suite (Photoshop, Illustrator), Affinity Suite

AI tools: Claude Code (AI coding agents), Midjourney, Google Gemini (Nano Banana), LM Studio, Ollama (local LLMs), ComfyUI (local image models: Z-Image, Flux 2, Krea 2)

## LANGUAGES

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English (native/bilingual), Filipino (native/bilingual)

## RECOGNITION

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- SaaS Awards Finalist, Best UX/UI Design in a SaaS Product (GreenOrbit), 2019
- Philippine Web Awards, Pre-finals Judge (2002, 2006, 2007, 2009, 2011)