

Carlo Roderos

Product Designer

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Product designer with 20 years across UI/UX, 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 requirements into interactive prototypes in production code rather than static mockups, often by directing AI coding agents to get there. I work across the whole surface: flows and interaction, design systems, branding, and accessibility, and I lean on AI throughout, including image and language models I run locally.

WORK EXPERIENCE

Product Designer, Trunkrs

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

- 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 ops.
- 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.
- Replaced the aging consumer Track & Trace with a new mobile-first 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 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 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)

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

- Led the overhaul of GreenOrbit, the flagship intranet product, across web, admin, and mobile, and rebuilt it on a new design system. The work was named a SaaS Awards finalist for UX/UI.
- Moved the whole company off Photoshop and Illustrator onto Figma, and ran hands-on training to get designers and marketing comfortable with it.

Designer, Oxygen Ventures (now LK Group)

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

- 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, user journeys, and onboarding flows, plus print and email marketing.

Web Designer, Gameloft Philippines

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

- Designed and localized game web stores and release campaigns for carriers across Asia and Europe, plus internal tool interfaces.

Earlier Roles

- Designer (Consultant), NetBooster Asia (now Artefact) | Aug 2009 - Nov 2009 | Digital marketing agency, Makati City. Redesigned and relaunched Globe's broadband services, plus related web and branding work.
- Graphic / Web Designer, Offshoring, Inc. | Dec 2006 - May 2009 | Ortigas Center, Pasig City. Designed and built web 2.0 sites in standards-compliant code for an international client, and ran in-house XHTML/CSS and photography workshops.
- Web Designer, Tridel Technologies Inc. | Mar 2006 - Dec 2006 | Ortigas Center, Pasig City. Designed and coded websites in XHTML/CSS for local and international clients, plus branding for the I-Republic prepaid internet brand.

EDUCATION

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

SKILLS

Product Design, UI/UX, Interaction & Prototyping, Design Systems, Accessibility, Branding & Visual Design

Design tools: Figma, Affinity and Adobe suites

AI tools: Claude Code for prototyping, Midjourney and Nano Banana for imagery, and local models I run myself, language models via Ollama and LM Studio, and image models via ComfyUI

LANGUAGES

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

RECOGNITION

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