Roberto Sabanal

Product-Minded Full-Stack Developer and UI/UX Designer | AI-First Software Delivery

Bacolod City, Philippines (Remote, flexible to NZ hours) | me@robertosabanal.com | robertosabanal.com

SUMMARY

10+ years turning product ideas and customer needs into shipped software, working day to day with developers, designers, customer success and analytics teams. Designed and built a SaaS lean-audit platform used by 50+ enterprise clients, and shipped customer-facing features at Moment (acquired by Patreon, 2023). Writes clear requirements, scopes work into deliverable pieces and keeps releases on track. Uses Claude, ChatGPT and GitHub Copilot daily for coding, refactoring, documentation and agentic workflows, so I know how to prepare work that AI-assisted developers can execute well.

CORE SKILLS

Product delivery	Requirements and user flows, scoping, release scope and rollout, cross-team coordination, customer feedback to product changes, product documentation
AI-first workflow	Claude, ChatGPT, GitHub Copilot, agentic coding, prompt engineering, AI-assisted refactoring and documentation
SaaS and workflow products	Dashboards, task management, user management, audit and analysis workflows, A/B testing and personalization (Monetate, SiteSpect)
Engineering	JavaScript, React, Next.js, Vue/Nuxt, Node.js, Express, PostgreSQL, MongoDB, Supabase, Firebase, Jest, Git, AWS, Vercel
Design	Figma, UI/UX design, prototyping, Webflow, technical SEO, page speed optimization

EXPERIENCE

Freelance Web and Mobile Developer / Designer / SEO Specialist Apr 2026 - Present

Self-Employed (Ting Software Development Services) | Remote

- Take client projects from brief to launch: define scope and timelines, design in Figma, build, deploy and iterate on feedback.
- Create plans for software development and design projects, covering scope, deliverables and timelines.
- Execute the plan, or run it through AI agents, using Claude, ChatGPT and GitHub Copilot daily for coding, refactoring, agentic coding and pair programming.
- Handle SEO and website optimization, improving performance and search visibility.

Customer Experience Developer (Contract) Nov 2025 - Apr 2026

Monetate | Remote, USA

- Planned, built and launched A/B tests, personalization and product recommendation experiences for client websites, working with Customer Success, product and analytics teams.
- Analyzed experiment results with those teams and reviewed client tech stacks to improve web performance.

Webflow Developer / UI/UX Designer (Contract) Sep 2025 - Nov 2025

Disfire.com.au | Remote, Australia

- Led the redesign of disfire.com.au and other Disfire Australia sites, from Figma designs to Webflow and Shopify builds.
- Improved technical SEO and page performance for better search visibility and engagement.

Webflow Developer / UI/UX Designer (Contract) Jun 2024 - Jul 2025

Rupa Health (acquired by Fullscript) | Remote, USA

- Designed, built and maintained rupahealth.com and rupauniversity.com, working with marketing and SEO teams to redesign high-converting pages and increase lead capture.
- Cut page load time by about 50% (Google PageSpeed Insights) and grew organic traffic by 20%.

Full-Stack Developer / UI/UX Designer (Contract) Nov 2021 - May 2024

Goleansigma.de | Remote, Germany

- Designed and built a lean-audit SaaS web app (frontend and part of the backend) covering Audit Dashboard, 5S/6S Audit, Task Management, Multi-Moment Analysis and User Management.
- Used by 50+ enterprise clients; reduced bug-related downtime by 40% through reliability and scalability work.
- Also designed and built goleansigma.de, pictiva.de and app.lebosol.de.

Software Engineer (Frontend, Web App Design) Feb 2021 - Oct 2021

Moment.co (acquired by Patreon, 2023) | Remote, USA

- Built and maintained features for a live-streaming and events platform serving millions of users.
- Launched Chat Poll and Artist Onboarding, redesigned the Artist Dashboard to improve engagement, and delivered the Moment House Japan integration for international expansion.

Frontend Developer / UI/UX Designer May 2019 - Nov 2020

Kicksta.co | Remote, USA

- Designed the app and led frontend development of url.bio (Vue, Nuxt.js); real-time analytics and custom theming drove a 25% increase in daily active users.

Frontend Developer Oct 2018 - Aug 2019

Snagshout.com | Remote, USA

- Designed and built 20+ pages; API integrations and frontend workflow improvements cut feature delivery time by 30%.

Earlier roles 2015 - 2021

- Frontend Developer / Designer, TAS Tradesoft Corporation (Apr 2015 - Oct 2018). College Instructor (part-time), University of Negros Occidental - Recoletos (Jun 2019 - Dec 2021).

EDUCATION

Bachelor of Science in Information Technology 2011 - 2015

University of Negros Occidental - Recoletos, Bacolod City, Philippines