Manuel Obregozo

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Product-minded software engineer with 10+ years of experience shipping user-facing products and platform foundations, primarily in the **JavaScript** and **React** ecosystem. I ship early, learn from real usage, and iterate based on feedback and metrics, owning technical decisions as products and teams scale.

Since 2020, I maintain a technical blog (**techashuman.com**) where I write about product engineering, frontend architecture, and real-world trade-offs.

LATEST WORK EXPERIENCES

Pleo, Barcelona, Spain — *Tech Lead*

February 2025 - Present

- Owned product problems end-to-end, working directly with Product and Design to define scope, trade-offs, and delivery.
- Reduced friction in critical user flows by introducing autofill and optimistic UI patterns, revisiting earlier decisions that caused friction and adjusting based on real usage.
- Shipped early and iterated based on metrics and feedback, improving feature adoption by ~16% and enabling faster feedback loops.
- Made hands-on technical decisions in a TurboRepo monorepo with 70+ packages across 20+ teams, enforcing package boundaries, multi-level build caching, and automated GitHub Actions CI/CD pipelines for dev, staging, and production.
- Designed and introduced frontend-focused AI workflows (Claude Code) for React and Vitest, building sub-agents to explain existing code and assist with code reviews.

Pleo, Barcelona, Spain — *Frontend Developer*

March 2024 - February 2025

- Built and iterated on onboarding and early-stage user flows, focusing on reducing friction and improving activation.
- Shipped incremental improvements guided by early metrics rather than large rewrites.
- Contributed to shared frontend foundations within the monorepo to support reuse and consistency, improving loading times and driving adoption of React Router v7 and modern data-loading patterns with TanStack Query.

Dynatrace, Barcelona, Spain — *Frontend Developer*

September 2022 - November 2023

- Led the third-generation rewrite of a data visualization system with D3 and Visx, improving chart overlay rendering by combining Canvas and SVG, resulting in ~20% faster loading times for large datasets.
- Worked closely with designers to tighten feedback loops, reacting faster to design changes and delivering more polished results earlier in the development process.
- Designed component APIs as part of a design system, balancing flexibility with long-term consistency.
- Stayed hands-on in performance-critical code while contributing to team practices and mentoring engineers.

Adevinta, Barcelona, Spain — *Product Manager*

October 2021 - August 2022

- Defined and executed product initiatives that increased transaction rates across global marketplaces.
- Owned backlog prioritization and trade-offs, aligning engineering effort with business impact.
- Worked closely with engineers to shape solutions early and validate outcomes through usage.

Adevinta, Barcelona, Spain — *Frontend Developer*

April 2020 - September 2021

- Built a high-usage shared chat Vue.Js SDK adopted across multiple markets, reducing maintenance and customization requests (with Tailwind) and introducing modern frontend practices such as CSS variables, grid-based layouts, and lazy loading.
- Acted as a bridge between engineers and product, helping teams ship faster with clearer scope.

ServiteOnline, Remote — *CTO & Co-Founder*

July 2018 - August 2022

- Co-founded and built a profitable early-stage product with a team of 5, serving ~50 loyal customers across multiple domains.
- Owned the full product: blazing-fast Stencil and Inoic PWA, customizable backoffice with React/Vite, and a commercial website with organic traffic with Next.Js..
- Pivoted the product during the pandemic from in-house solutions to self-organized store workflows, improving delivery and distribution.
- Shipped and iterated directly based on customer feedback, experiencing the long-term impact of early technical and product decisions.

Rabobank, Amsterdam, The Netherlands — *Frontend Developer / Consultant*

February 2018 - March 2020

- Contributed to a large-scale platform migration as part of a central platform team.
- Supported more than 50 teams, ~350 developers, 300+ features, and ~4M active users across the organization.
- Designed and rolled out a new monorepo setup, including tooling, conventions, and shared foundations, moving from a distributed AngularJS application to an Nx-based monorepo with Angular.

Backbase, Amsterdam, The Netherlands — *Frontend Developer / Consultant*

June 2017 - January 2018

- Built and integrated frontend features with Angular and AngularJs, for banking web and hybrid mobile applications (Ionic) used by enterprise clients.
- Worked on complex integrations with existing core and legacy systems, adapting frontend solutions to real-world constraints.
- Shipped production code in a client-facing environment where reliability and correctness were critical.

Norsync, Tandil, Argentina — *Frontend Developer*

January 2016 - May 2017

- Built web and hybrid mobile applications (Ionic) from scratch in a small startup environment, covering the full development lifecycle, from early research to submitting apps to different app stores.
- Worked across multiple business domains (booking systems, ticketing, live events), adapting solutions to different user needs.
- Took on broad responsibilities typical of early-stage teams, from frontend architecture to delivery.