Rubén González Aranda

Full-Stack Tech Lead / Engineering Manager

Contact

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Location
Madrid, Spain

LinkedIn
https://linkedin.com/in/rubengonzalez

Education

Master's in Big Data & Business Analytics
2017–2020

Higher Technical Diploma in Graphic Design (2D/3D)
2005–2007

Languages

Spanish
native

English
professional working proficiency

Side Projects

Trinuki
AI-driven trip planner for Japan featuring automated itinerary generation, dynamic POI rendering, and Google Places integration. Demonstrates modern frontend architecture, Vue 3 + TypeScript, and AI-assisted UX.

PROFESSIONAL SUMMARY

Full-Stack Tech Lead with 18+ years of experience leading engineering teams and building scalable digital products. Specialized in modern JavaScript ecosystems (Vue 3, React, Node.js, TypeScript) and product-focused architectures. Experienced in roadmap ownership, developer enablement, and cross-functional collaboration with Product, Design, and Business teams. Passionate about clean architecture, AI automation, and developer experience optimization.

CORE STRENGTHS

Architecture & Engineering:
TypeScript, Node.js, Vue 3, React, Astro, Prisma, PostgreSQL, REST APIs, modular monorepos

Leadership & Product:
Team mentoring, roadmap ownership, agile delivery, cost estimation, stakeholder alignment

DevOps & Quality:
CI/CD, GitHub Actions, Railway, Vercel, AWS, Docker, test automation, observability dashboards

AI & Automation:
OpenAI API, automation pipelines, workflow optimization, data-driven feature delivery

Analytics & Monitoring:
PostHog, Mixpanel, user lifecycle tracking, behavioral insights

EXPERIENCE

Trinuki
Founder & Tech Lead - 09/2025 – Present · Remote
Building an AI-powered trip planner for Japan combining automated itineraries with curated local data.
- Designed and implemented a monorepo architecture for frontend and backend (Astro + Node.js).
- Developed automatic itinerary generation based on days, cities, and points of interest.
- Integrated external data sources (Google Places, Routes) with locally curated content.

Stack: Astro, Vue 3, TypeScript, Pinia, Node.js/Express, Prisma, PostgreSQL, TailwindCSS, Vitest, Railway, Vercel

Frenetic.ai (Startup)
Engineering Manager / Full-Stack Lead - 02/2021 – 09/2025 · Remote
Led engineering for a SaaS platform in electromagnetics design and simulation, balancing delivery, architecture, and team growth.
- Managed a team of 3–10 engineers across frontend, backend, QA, and DevOps roles.
- Defined technical direction and code standards for Vue 3 + TypeScript and Node.js services.
- Evolved engineering processes (Jira flows, CI/CD, semantic versioning) improving delivery cadence.

Stack: Vue 3, TypeScript, Node.js/Express, Laravel 9 (REST backend), MySQL, AWS (serverless), Puppeteer, Python, PHP

Isobar (Dentsu Group)
Team Lead / Full-Stack Developer - 04/2019 – 02/2021 · Madrid
Technical lead for web and e-commerce projects across multiple brands and markets.
- Led development squads delivering multi-brand, multi-country websites and integrations.
- Defined and standardized technical practices across frontend and backend stacks.
- Implemented CI/CD pipelines and automated testing to improve release predictability.

Stack: Node.js/Express, React/Material UI, Vue, PHP, Python, Salesforce, WordPress, Drupal, Magento, AWS, DigitalOcean

Product School (Startup)
Full-Stack Developer - 06/2018 – 04/2019 · Remote
Developed and optimized the company's LMS platform and marketing site.
- Built reusable components and improved SEO, caching, and overall performance.
- Collaborated with Product and Marketing to align features with growth metrics.
- Contributed to CI/CD pipelines and deployment automation on AWS.

Stack: Node.js, TypeScript, React, PostgreSQL, AWS, PHP

Quodem (Healthcare)
Team Lead / Full-Stack Developer - 12/2015 – 06/2018 · Madrid
Led healthcare applications for global pharma clients (MSD, Pfizer, Bayer, GSK).
- Developed secure and compliant applications within regulated healthcare environments.
- Implemented CI practices and review processes to ensure quality and delivery consistency.
- Coordinated with medical and business stakeholders to ensure compliance and usability.

Stack: JavaScript, Vue, jQuery, Bootstrap, Umbraco, Drupal, .NET, WordPress, PHP, Angular

- Directed multiple web development projects from estimation to delivery.

- Led roadmap sizing, cost estimation, and client technical alignment.

- Delivered scalable solutions using PHP, jQuery, and WordPress.

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McCann Erickson

Developed marketing and campaign websites for clients such as Coca-Cola, Disney, and Ikea.

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- Built responsive and performant experiences using HTML5, CSS3, and JavaScript.

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• Collaborated with creative and production teams under tight delivery schedules.

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Webmaster / Web Developer - 03/2008 – 10/2011 · Madrid

Maintained and evolved guiadelocio.com, improving site architecture and editorial workflows.

- Modernized platform structure and improved performance for editorial tools.

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- Developed in ColdFusion and PHP, introducing modular UI components.

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TECHNICAL SKILLS

Frontend:

Vue 3, React, Astro, TypeScript, JavaScript (ESNext), Vite, Pinia, TailwindCSS, Material UI, HTML5, CSS3 (SCSS)

Backend:

Node.js, Express, Prisma, PostgreSQL,
MongoDB, REST APIs, PHP, Laravel, Python
(Flask/Django), MySQL

DevOps, QA & Tools:

GitHub Actions, CI/CD, Vercel, Railway, Docker,
AWS, Vitest, Playwright, Jest, Cypress

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AWS, Vitest, Playwright, Jest, Cypress

Analytics & Monitoring:

Clean architecture, modular monorepos, DDD, SOLID principles, DX optimization, mentoring, agile workflows