Rubén González Aranda

Engineering Manager / Product-focused Tech Lead

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

Engineering Manager with 18+ years of experience leading teams and building SaaS products from concept to scale. Skilled at balancing delivery and mentoring, aligning technical decisions with product impact, and integrating AI and automation to improve efficiency. Strong focus on developer experience, measurable outcomes, and cross-functional collaboration in high-growth environments.

CORE STRENGTHS

Leadership & Strategy:
Team management (3–10 engineers), mentoring, roadmap ownership, delivery processes, career development, stakeholder alignment

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

AI & Automation:
OpenAI API, process automation, lifecycle optimization, content workflows, prompt engineering

Product & Analytics:
PostHog, Mixpanel, data-driven roadmaps, observability dashboards, experiment tracking

DevOps & Quality:
CI/CD, GitHub Actions, AWS (serverless), Railway, Docker, Vercel, testing pipelines (Vitest, Playwright, Jest)

EXPERIENCE

Trinuki (Startup)
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 services.
- Developed automatic itinerary generation based on days, cities, and points of interest.
- Integrated external data sources (Google Places, Routes) with curated local content.

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

Frenetic.ai (Startup)
Engineering Manager - 02/2021 – 09/2025 · Remote

Led engineering for a SaaS platform for electromagnetic design and simulation, managing cross-functional teams and aligning delivery with product and business impact.

- Managed a team of 3–10 engineers, balancing delivery with mentoring and onboarding.
- Evolved engineering processes: Jira validation columns, semantic versioning, testing branches.
- Collaborated with Product, Business, Marketing, and Sales to ensure measurable outcomes.

Stack: PHP 8 (Laravel 9), Vue 3, TypeScript, Pinia, MySQL, Python (REST), Node.js, AWS (serverless), Puppeteer

Isobar (Dentsu Group)
Team Lead / Full-Stack Developer - 04/2019 – 02/2021 · Madrid

Led multiple web and e-commerce projects for enterprise clients, defining standards and deployment workflows across teams.

- Defined and enforced coding and CI/CD standards across heterogeneous tech stacks.
- Coordinated with QA, Product, and Design to ensure maintainable and scalable delivery.
- Mentored developers and contributed to cross-project architectural decisions.

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

Product School (Startup)
Full-Stack Developer - 06/2018 – 04/2019 · Remote

Developed and optimized the company LMS platform and marketing site with focus on SEO, performance, and maintainability.

- Built reusable frontend components and optimized load performance and SEO.
- Collaborated with Product and Marketing teams to align technical work with KPIs.
- Improved deployment automation and caching strategies.

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

Quodem (Healthcare)
Team Lead / Full-Stack Developer - 12/2015 – 06/2018 · Madrid

Led teams building compliant and accessible platforms for global pharma clients (MSD, Pfizer, Bayer, GSK).

- Delivered responsive, secure web apps within regulated environments.
- Introduced CI and code review practices, improving reliability and delivery time.
- Collaborated with business and medical teams to ensure compliance and UX quality.

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

PSD

Technology director overseeing digital projects for clients like Santander, BBVA, Ferrovial, and BNP.

- Directed end-to-end delivery from estimation to deployment.

- Defined roadmap sizing, cost estimation, and resource allocation.

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- Led migration of legacy WordPress and PHP systems to modular structures.

McCann Erickson

Delivered responsive web experiences for Coca-Cola, Disney, Opel, and other major brands.

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- Built marketing microsites using HTML5, CSS3, and jQuery.

- Collaborated closely with designers to ensure fidelity and performance.

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

Oversaw guiadelocio.com maintenance and modernization, improving stability and workflows.

- Modernized legacy ColdFusion architecture to PHP and JS-based solutions.

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- Streamlined editorial content workflows, improving delivery speed.

TECHNICAL SKILLS

Leadership:

Mentoring, hiring, roadmap planning, process improvement, stakeholder communication, cross-functional alignment

Architecture:

Node.js, TypeScript, Vue 3, React, Astro, Prisma,
PostgreSQL, REST APIs, DDD, SOLID, modular
monorepos

AI_Automation:

Analytics:

Code reviews, performance optimization, automation, DX improvement, documentation culture