Rubén González Aranda

Frontend Tech Lead / Senior Frontend Engineer

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 with automated itineraries and dynamic POI rendering (personal project demonstrating modern frontend architecture and AI integration).

PROFESSIONAL SUMMARY

Frontend Tech Lead with 18+ years of experience building and scaling web applications. Specialized in modern frontend architecture (Vue 3, React, Astro) and developer experience optimization. Proven record leading teams, mentoring developers, and designing fast, maintainable, and accessible interfaces. Strong focus on performance, DX, and collaboration with Product and Design teams in high-impact startup environments.

CORE STRENGTHS

Frontend Architecture:
Vue 3, React, Astro, TypeScript, Vite, SSR/SSG, Component-driven Design

UI/UX & DX:
TailwindCSS, Accessibility (a11y), performance optimization, design systems

Leadership & Collaboration:
Mentoring, code reviews, technical direction, team enablement

Tooling & Testing:
Pinia, Vitest, Playwright, CI/CD pipelines, Git-based workflows

Product & Analytics:
PostHog, Mixpanel, automation, user behavior insights

EXPERIENCE

Frenetic.ai (Startup)

Engineering Manager / Frontend & Full-Stack Lead - 02/2021 – 09/2025 · Remote
Led engineering team for a SaaS platform in electromagnetics design and simulation.

- Frontend architecture with Vue 3 + TypeScript and modularized legacy codebases.
- Contributed to Node.js / Express microservices for internal tools and API extensions.
- Integrated OpenAI workflows and improved product UX.

Stack: Vue 3, TypeScript, Node.js/Express, Pinia, Vitest, Laravel 9 (REST backend), OpenAI API, AWS (serverless), Puppeteer, Python, PHP + Laravel

Isobar (Dentsu Group)

Team Lead / Senior Frontend Developer - 04/2019 – 02/2021 · Madrid
Led frontend squads delivering multi-brand websites and e-commerce platforms.

- Led the transition from jQuery/PHP to modern Vue and React stacks.
- Established coding standards, component libraries, and CI/CD workflows.
- Improved release predictability through automated testing and review pipelines.

Stack: Vue, React, Node.js/Express, Material UI, AWS, DigitalOcean, SQL, MongoDB, PHP, Wordpress, Salesforce

Product School (Startup)

Full-Stack Developer - 06/2018 – 04/2019 · Remote
Developed and optimized the company's LMS platform and marketing site.

- Built reusable frontend components and improved performance and SEO.
- Collaborated with Product and Marketing to align features with business metrics.
- Contributed to deployment automation and caching strategies.

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

Quodem (Healthcare)

Team Lead / Frontend Developer - 12/2015 – 06/2018 · Madrid
Led healthcare web applications projects for global pharma clients (MSD, Pfizer, Bayer).

- Implemented responsive and accessible interfaces within regulated environments.
- Front-end CI and review practices, improving quality and delivery consistency.

Stack: javascript, Vue, jQuery, Bootstrap, Umbraco, Drupal, .net, Wordpress, PHP, Angular

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

Analytics & Monitoring:
PostHog, Mixpanel

DevOps, QA & Tools:
GitHub Actions, Vercel, Railway, Docker, AWS, Vitest, Playwright, Jest, Cypress

Practices:
Component-driven design, performance optimization, DX, CI/CD, mentoring