



## Rubén González Aranda

Frontend Tech Lead / Senior Frontend Engineer

### Contact

#### Email

rubenosaka@gmail.com

#### Phone

+34 639 176 921

#### Location

Madrid, Spain

#### LinkedIn

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)

#### DevOps, QA & Tools:

GitHub Actions, Vercel, Railway, Docker, AWS, Vitest, Playwright, Jest, Cypress

#### Backend:

Node.js, Express, Prisma, PostgreSQL, MongoDB, REST APIs, PHP, Laravel

#### Analytics & Monitoring:

PostHog, Mixpanel

#### Practices:

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