

Jorge Raboso Barceló

Frontend Tech Lead · Staff Frontend Engineer

Based in Mallorca, Spain · CET (UTC+1) · Open to remote roles · EU work authorization
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01 / Summary

Frontend Tech Lead with 12+ years building scalable TypeScript UI platforms for enterprise products. I turn frontend from feature delivery into platform capability — design systems, white-label architecture, accessibility, and frontend that holds up live in front of an audience. Led the frontend of MIA, the first generative AI hyperrealistic avatar presented at FITUR (covered by CIO España, Microsoft News and El Español). Comfortable owning architecture end to end and leading teams. Spanish native; professional working English; based in Spain (CET), open to fully remote international roles.

02 / Core skills

LANGUAGES & CORE: TypeScript, JavaScript (ES2023), HTML5, CSS3

FRAMEWORKS: React, Next.js, React Native, Angular, Vue

ARCHITECTURE: Design systems, frontend architecture, white-label platforms, component libraries

QUALITY: Accessibility (WCAG AA), internationalization (i18n & RTL), performance, testing

CLOUD & AI: Azure (OpenAI, Bot Service, Cognitive Services), AI-assisted development

STYLING & UI: Tailwind CSS, BEM / ITCSS, Atomic Design, animation (Motion)

LEADERSHIP: Technical leadership, mentoring, cross-team alignment (design, product, engineering)

03 / Experience

Frontend Tech Lead

Jan 2022 - Present

Bravent — Microsoft Gold Partner consultancy · Remote (Spain)

Enterprise consultancy with offices in Spain, Qatar, US, Mexico and Peru.

- **MIA — W2M / Grupo Iberostar (2024–2025):** Led the frontend of the first generative AI hyperrealistic avatar presented at FITUR 2024 and 2025. Built a React + TypeScript layer controlling the avatar lifecycle, integrated with Azure OpenAI and a custom neural voice, and reworked the rendering pipeline to drive a Holobox 3D installation. Covered by CIO España, Microsoft News and El Español.
- **Burger King (2025–present):** Frontend Tech Lead on the internal employee app (React Native + TypeScript) for a global QSR brand; driving AI-assisted development practices across the engineering team.
- **Qatar Foundation (2025):** Led the frontend of a bilingual (English/Arabic) chatbot integrated into the foundation's web platform — full RTL support across layout flow, focus order, typography and animation direction, on Angular against Azure Bot Service and Cognitive Services.
- **AISGE (2022–2024):** Led the Angular rebuild of a member-management extranet — large reactive forms, resilient validation and accessibility for an older, non-technical audience.

Frontend Developer

Jun 2013 - Jan 2022

Ávoris (Grupo Barceló) · Spain

One of the largest travel groups in Europe.

- Owned much of the consumer-facing frontend across the group's travel brands for 8+ years.
- Led a full brand migration across the frontend ecosystem and built a white-label foundation reused across multiple sub-brands — adding a new brand became a configuration job, not a fork.
- Worked across Angular and Vue codebases through successive migrations; applied BEM / ITCSS / Atomic Design pragmatically where they earned their place.
- Bridged design, product and engineering on what was customizable per brand and what stayed shared.

04 / Languages

Spanish — native. English — professional working proficiency.