

Roger Masellas Roca

Web Project Coordination · Front-end Layout and WordPress · AI-assisted Development (Claude Code) · VET Teacher

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I have been building and coordinating web projects since 1996. As founding partner of the Barcelona design studio Lamosca I ran the multimedia and then the internet area, delivering projects for Ajuntament de Barcelona, TV3, Sónar, Mercat de les Flors and CCCB from design to production. From 2018 to 2025 I built the front-end layout of React online shops and around 200 Vue.js landing pages, and coordinated a team of developers across Spain and Nicaragua. Today I use Claude Code to build tools such as GrausFP and the advanced search of the legal journal Indret, and I hold the official teaching qualification for Vocational Training.

Skills

Languages:	HTML5, CSS3, Sass, JavaScript, PHP, JSON
Frameworks and CMS:	WordPress (custom themes and plugins), React and Vue.js at layout and integration level, Angular, jQuery, Bootstrap
Databases:	MySQL
Applied AI:	Claude Code, AI agents and MCPs for development and prototyping
Tools:	Git, GitHub, GitLab, Figma, Adobe XD, Photoshop, Illustrator, Premiere
Practices:	project and team coordination, client communication, responsive design and usability, visual judgement, autonomy, problem solving, continuous learning

Experience

Freelance Web Developer

2025-Present

Main client: Indret, legal journal

Remote

- Advanced search in WordPress (JavaScript and PHP, built with Claude Code) over about 2,200 articles: free text, section, author, organisation, keywords, dates and issue, with near-instant results.
- In progress: feasibility of a RAG over the article archive to open it to the public, and a tool that automatically re-formats submitted articles.

Own AI projects

2025-Present

Built with Claude Code

masellas.info

- **GrausFP** (grausfp.masellas.info): a search tool that brings together official Spanish Vocational Training information from seven public sources (todofp.es, the state registry of training centres, SOC, PIMEC, Cecot, Foment, CCOO), updated automatically.
- **Persona(s) de interés**: restored a website whose customised Google Maps map had stopped working after changes to Google's code.
- **AI Bookmarks** and **SSCE0110 Links**: a link repository with a Chrome extension and a mobile app, plus a collaborative version for vocational-training students and teachers.
- **R.U.C.:** a modern version of M.U.L.E., a 1980s Commodore 64 game.

AICLARO (Design & Solutions Inthe Network, S.L.)

2018-2025

Front-end Developer

Barcelona

- Custom WordPress themes and templates and PHP plugin development, accelerated with Claude Code.
- Front-end layout in React of the online shops of Laie, Sagrada Família and MNAC, from Adobe XD designs.
- Around 200 offer-launch landing pages in Vue.js for Veepee and Privalia (Spain, France, Belgium, Germany, the Netherlands and Italy), from Figma designs.
- Coordinated a team of up to 4 developers across Spain and Nicaragua: task allocation adapted to two time zones, technical review of deliveries and supervision of the final delivery to the client.

Lamosca sccl

1996-2018

Founding Partner · Project Lead / CTO

Barcelona

- Ran the multimedia and then the internet area of an 8-person design studio: complete projects from design to production, with external teams when a project required it.
- Ajuntament de Barcelona (interactives for the BAM festival, minisites, museum installations), CCRTV (modules of the first TV3 portal; websites for "30 minuts", Esports.cat, iCatfm, Cinema3) and Sónar/Advanced Music (website 2001-2008).
- Corporate and ticketing portal of Mercat de les Flors with an external team, and the corporate portal and intranet of Agència Catalana de Notícies.

- Other clients: CCCB, Festival Grec, Filmoteca de Catalunya, TMB, Òmnium Cultural, Fundació Bofill, Editorial Barcino, Rockdelux, FAD, Tecnocampus Mataró, Barozzi/Veiga.
- Technologies: HTML5, CSS3, JavaScript, jQuery, Angular, WordPress, PHP, MySQL.

Promsite, CDmon hosting sponsorship programme

2013-Present

Jury member, web project evaluation

Escola Superior de Disseny Seeway

2014-2017

Lecturer

Barcelona

- Taught “HTML5, CSS3 and Content Management Systems” in the Master’s in Web Design, UX, UI and Prototyping and in the University Diploma in Graphic and Digital Design.

Escola Universitària Elisava

2010-2015

Seminars on Communication and the Internet

Barcelona

University of Barcelona, Faculty of Medicine, Department of Anatomy

1994-1996

Programmer and Designer

Barcelona

- Programmed and designed the interactive CD “El Cráneo” within the EU pilot project “Metode - TEAM” for digitising university subjects.

University of Barcelona, Central IT Services

1990-1994

User Training and Support

Barcelona

- User support and courses on office software and databases.

Editorial RBA

1989-1993

3D Illustration and Infographics (freelance)

Barcelona

- 3D illustration and infographics for the magazines “Mundo Científico” and “Cuadernos Jurídicos”.

Education

Merin’s

2026

Official teaching qualification for Vocational Training (FP), grades A, B and C

Pimec

2026

AI Tools for Career Guidance

IT Academy

2018

Developer Program, Front-end specialisation

Barcelona

Self-directed learning

Ongoing

Udemy, Codecademy, Stack Overflow, Domestika. Certificate: TypeScript Essential Training

University of Barcelona

1987-1992

Degree in Philosophy and Educational Sciences · Not completed (3 subjects pending)

Barcelona

Languages

Catalan: native · Spanish: native · English: fluent · French: fluent