Hello, I'm Nacho Rapallo

Te puedo contar todo esto en Español

20+ years of experience · React, TypeScript, React Native, Next.js · Remote from Madrid, Spain

I'm a senior full stack developer, but writing code has never been the whole story for me.

I've been a creative director at advertising agencies, working with brands like Ikea, Vueling, BMW and Zara. I also founded page64.press and was its CTO, with clients like La Vanguardia, Prisa and Bauer Media. These days I build my own apps and get my hands into everything: the idea, the name, the brand, the website and, of course, the code.

What I enjoy most is taking an idea, giving it shape and watching it grow. Picturing what it could become and getting down to building it, without pulling product, design and technology apart. That's also what I bring to startups that are just getting started.

With AI, it's easier for me to connect all those pieces and spend more time on what really matters: deciding what's worth building.

That way of working is what I call being a Software Gardener.

What about AI?

My current way of working is based on **spec-driven development**, an approach where you first write a detailed specification of what you're going to build, **in structured, orderly natural language**, and only then write the code.

How I work today

Claude Code writes the code; I decide what gets built and review how.

herdr, to run several agents side by side in the terminal.

Matt Pocock's skills, to sharpen the spec before any code gets written: grilling, specs, tickets, TDD.

My own skills: committing, documenting, reviewing dependencies, picking up the next idea...

Ideas, an app of my own: where ideas sit for a while before they go to the AI.
I jot them down from my phone or Mac and put them in order, project by project. The AI picks them up in that order and notes down anything that comes up along the way, but nothing counts as done until I've reviewed it.

Living docs: every project keeps its decisions and glossary in writing, and the AI updates them after each change.

Figma over MCP: from design to code, and back.

Expo and Vercel over MCP: builds, app stores and deploys without leaving the terminal.

Argent: the AI tests my apps in the simulator and the browser, tapping around the way I would.

Last reviewed October 2026. It changes often, so I keep it up to date.

→ Here's the full story

Experience

More than 20 years programming in **JavaScript**, in almost all its flavors: **Vanilla JS**, **ActionScript**, **CoffeeScript** and **Typescript**.
I've worked with **PHP**, **Ruby/Rails**, **Node**, but now I prefer **React**, **NextJS**, **Svelte**, **ReactNative**, **Expo**, **NW.js**, **Electron**.

Interests
Web apps / mobile apps (Android / iOS) / CLI (linux) / desktop (MacOS / Windows)
Frontend / Backend / Databases / Google Chrome extensions

Passionate about UI / UX design
Minimalist and intuitive design
Teamwork: sharing, leading and learning from others
Never giving anything up for impossible
Simplifying as a way of life — the most complex and satisfying thing.

I love challenges — **SOLVING PROBLEMS** is my job.

Work

yestoall 2024 / present
App development
need an app?

Grupo Tervalis 2022 / 2024
Software Technical Lead
Stack NextJS, React, React-Native/Expo, NodeJS/Bun, Typescript, Redis, SQL Server, Linux Admin
Digital transformation: applications to improve internal processes

page64.press 2013 / 2024
Founder / CTO
Stack NextJS, React, React-Native, NodeJS, Firebase, Ruby on Rails
Clients La Vanguardia, Pronto, Mundo Deportivo, Huffpost, Funke, Bauer Media Group, La Razón, El Periódico, Prensa Ibérica, TVguia, TVmovie, Prisa, Zapi, Agile

***S.C.P.F...** 2007 / 2012
Creative Director
Stack Ruby on Rails, Javascript, ActionScript
Clients Vueling, Evax, Ikea, BMW, Nokia, Vodafone, VollDamm, Timeout, CocaCola, Pepsi, Ayuntamiento Barcelona

Herraiz & Soto 2006
Senior Developer
Stack PHP, HTML & CSS, Javascript, ActionScript (Flash)
Clients Viajes Barceló

Estudio Mariscal 2004 / 2006
Senior Developer
Stack PHP, HTML & CSS, Javascript, ActionScript (Flash)
Clients Hoteles Silken, Javier Mariscal, Fernando Trueba Producciones, Copa America

DoubleYou 1999 / 2003
Technical & Creative Director
Stack PHP, HTML & CSS, Javascript, ActionScript (Flash)
Clients Zara, San Miguel, Mahou, Audi, Seat, Remo, Aldeasa

My latest apps

→ More about my apps

Contact

Working remotely since 2016,
but if you insist, we can meet wherever you want.

Nacho Rapallo
Madrid, Spain

Contact form

Need an app?

Personal website

LinkedIn / **GitHub**

nacho@yestoall.com

Languages

Spanish / English