Lionel Orsini

11y+ Senior Front-End Engineer

Vue 3 · Nuxt · TypeScript

Experience

2024 – 2026 · Accor

Freelance · 2× 12 months

Front-End Lead: 9 brands, including Sofitel, MGallery, Ibis, Novotel, [...]

- Accountable for code quality / performance and on-time delivery
- Containment and reduction of massive technical debt
- Technical scoping, planning, estimates, agile rituals, hiring
- Cross-team collaboration with Design, Product, Backend, Core Model, Ops
- Defined the front-end architecture and its standards (RGAA accessibility)
- Design System documented in Storybook, unit tests (Vitest)
- Led front-end developers (code reviews, mentoring)

AEM · HTML (sling) · CSS · JS Vanilla · Vue3 · Figma · Storybook · Vitest · Monorepo · Jira · GitLab · [...]

2022 – 2023 · Omakase Recordings

Freelance · 9 months

Creative & Front-End Developer

3D web experience (Three.js) for NoQuantize's album "ONYI": www.onyi.fr

- Moodboards, discussions and prototyping with the artist
- Modelling and animation, 3D staging, custom GLSL shaders
- Concept, art direction and development

Vue3 · Nuxt3 · JS Vanilla · Three.js · Blender · Mixamo · [...]

2022 · Zadig & Voltaire

Freelance · 6 months

Front-End Developer

High-traffic international eCommerce site. Ticket refinement and code reviews.

- Refactoring of critical journeys (cart, search, account area)
- Component industrialisation, corrective and evolutive maintenance

Vue2 · Nuxt2 · TypeScript · Tailwind · StoreFront · graphQL · [...]

2021 · Danone

Freelance · 6 months

Front-End Developer

Custom front-end implementation of internal tools centralising technical sales assets (DAM on an AEM architecture) + documentation
Onboarding of offshore teams. Fully autonomous.

AEM · JS Vanilla · HTML5 · CSS3 · [...]

2017 – 2021 · Mazarine Digital

Permanent · 3.5 years

Front-End Developer

Many and varied front-end developments + corrective and evolutive maintenance for major luxury clients:

CHANEL, DIOR, BALMAIN, OPÉRA DE PARIS, PRADA, PACO RABANNE, VAN CLEEF & ARPELS, MUGLER, [...]

Native JavaScript ES5 & ES6 · HTML5 · CSS3 · React · Vue · Nuxt · Next.js · Blade · Twig · AEM · Drupal · Laravel · [...]

2016 – 2017 · Applyface

Permanent · 14 months

Front-End Developer & Creative Technologist

Built an end-to-end production pipeline for SME mobile apps, using code and no-code solutions.
Output achieved: 25 apps / person / month

Angular1 · GoodBarber · Photoshop · [...]

2015 · RG Design

Freelance · 3 months

Front-End Integrator & Graphic Designer

Responsive mockups, then front-end integration

Photoshop · HTML · CSS · PHP · Wordpress · Joomla

2006 – 2015 · Multimedia designer

Freelance

Freelance & agencies · Marseille · Aix-en-Provence

Graphic design, art direction, print and web graphics. Web projects and communication materials for a range of clients, including the Fondation Vasarely and the Friche Belle de Mai.

Art direction · Visual identity · Publishing · Photoshop · Illustrator

Contact

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About

Yesterday a Designer, today a Senior Frontend Developer, tomorrow an AI Product Engineer.

From Design I keep the eye, the affordance. From Fine Arts, conceptual plasticity.
From software engineering, high standards and rigour, proven with major accounts and in complex, high-traffic environments (and therefore high stakes).
All three serve a single line of thinking, which I carry across disciplines: Product, Design, Backend, Ops.

Education

2002	Baccalauréat STT
2002-2004	BTS in Business Computing
2004-2006	Graphic design school
2010-2013	Fine Arts
2014	Multimedia designer
2015	3W Academy
2017	FreeCodeCamp (100% of JS)
2017	30 days of JS (Wes Bos)
2017	The Hacking Project
2021	ThreeJS Journey

Languages

French	Native
English	Fluent & technical
Spanish	School level

lebonappel.art
Semantic recommendation (SaaS)
- Embeddings, Mistral, PostgreSQL
- GDPR, AI Act, WCAG 2.2
- AI-agent-driven acquisition

SmartTailor.fr
AI harness agency
- One harness per trade
- Fail-closed guardrails
- Human sign-off, audit log

Find even more experience
(side projects & short missions) plus plenty of technical detail, here:

WWW.LIONELORSINI.FR ↗