

Gabriela Waisman

Full-Stack Software Developer

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Software Engineer with a front-end soul and a designer's eye, known for crafting innovative digital experiences that are intuitive, inclusive, and visually engaging. Brings a strong background in design, communication, and storytelling, effectively bridging the gap between logic and emotion, code and creativity. Approaches every project with curiosity, empathy, a user-centered mindset, and strong problem-solving skills. Adaptable, collaborative, and proactive, with a strong work ethic and a continuous learning mindset. Experienced in working independently, leading teams, and collaborating with clients, always aligning user needs with business goals, while making technology feel seamless and human.

Core Skills

Frontend: React, React Native, HTML, CSS, JavaScript, SVG, WordPress, SEO, Performance.

UI/UX & Design: Figma, Adobe Illustrator, Photoshop, Premiere, After Effects, Visio, Responsive Design, Accessibility (WCAG), Colour Theory, Design Principles, Prototyping

Backend: Node.js, RESTful APIs, MERN, PHP, Express.js, C#, Java, COBOL

Databases: Relational: Oracle SQL, PL/SQL, MySQL | NoSQL: MongoDB | Database design.

Version control, Collaboration: GIT, Scrum, Agile methodologies, MS Teams, Zoom, MS Office Suite.

- Proactive & creative
- Goal-oriented and attentive to details
- Strong problem-solving skills
- Critical thinking and Analytical skills.
- Knowledge across multiple fields
- Leadership skills
- Inclusive & Diversity Leadership Practices
- Fast and continuous learner
- Adaptable to diverse technical environments.
- Excellent organizational skills

Work Experience

Full-Stack Web Developer

Apr 2014 - Present

Freelance | Buenos Aires, Argentina

Provided comprehensive Full-Stack Web Development and Maintenance services for individual clients. Designed and developed entire websites or components, optimized performance, applied SEO, and ensured consistent updates based on client requirements. Portfolio www.gabywaisman.com

Audiovisual & Multimedia Services Provider

Feb 2001 - Aug 2016

Freelance | Buenos Aires, Argentina

Delivered projects across multiple digital platforms, including web design, video production, subtitling, localization, and photography, managing the entire creative process from concept to delivery.

- Built and coordinated a professional network of colleagues for large-scale projects, ensuring timely completion and client satisfaction.

- Delivered high-quality services for prestigious clients, such as the Canadian Embassy in Argentina, Galicia Bank, Huesped AIDS Foundation, BAFICI Buenos Aires International Film Festival, and Natura (Avon), among others.

Communication Manager

Jul 2009 - Sep 2014

Argentine Federation of Bakery and Food Industry Workers' Union | Buenos Aires, Argentina

Led and implemented comprehensive communication strategies, designed content and promotional materials, redesigned the website, released nationwide content and magazine publications, and managed press relations and digital media.

- Coordinated a multidisciplinary team, ensuring cohesive branding and timely delivery of all materials.
- Boosted website and social media traffic by 100%
- Increased readership of the nationwide magazine by 25% in the first year.

Education

Centennial College

Sep 2023 – Dec 2024

Software Engineer Technician Diploma

Studied modern paradigms, languages, and frameworks, enhancing my ability to adapt to any technology, challenges, and diverse teams, while fostering a solid understanding of key concepts and best practices

- Recipient of the PomeGran Inc. Scholarship based on demonstrated passion for the field and academic excellence.
- Graduated with High Honors - GPA: 4.5

Centennial College

Sep 2023 – Dec 2024

Inclusive Leadership Practices Certificate

Developed critical skills to foster inclusivity in modern workplaces, along with leadership strategies to build a positive, inclusive organizational culture and manage change effectively.

- GPA: 4.478 - Graduated with High Honors.

University of Buenos Aires, Argentina

Apr 1996 – Dec 2001

Design of Image and Sound Bachelor's

Gained a deep understanding of Design principles, Storytelling, Aesthetics (Philosophy), Sociology, and Image Composition, which enhanced my ability to analyze and create visually compelling media content.

Awards

- **PomeGran Inc. Scholarship Award** (Canada) Dec 2024
- **Outstanding Personality of Culture of the City of Buenos Aires** (Argentina) Sep 2011

Languages

- English – fluent / Full professional competency
- Spanish – fluent / Native

Interests

Art in all forms | Science Fiction lover | Outdoor activities | Finance/Trading