Gabriela Waisman

Full-Stack Software Developer

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Software Engineer with a designer's eye and an engineer's mind, passionate about crafting clear, intuitive, user-friendly, and visually appealing digital experiences. Brings a strong background in Design and Communication, effectively bridging the gap between logic and user experience, code and creativity. Approaches every project with curiosity, empathy, a user-centred mindset, and strong problem-solving skills. Consistently delivering end-to-end solutions, always aligning user needs with business goals while making technology feel seamless and human.

Core Skills

Frontend: React, React Native, Expo, Vite, JavaScript (ES6+), HTML, CSS, SVG, WordPress, SEO, Performance

UI/UX & Design: Figma, Adobe Creative Suite, Responsive Design, Accessibility (WCAG), Colour Theory, Design Principles, Prototyping

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

Databases: Oracle SQL, PL/SQL, MySQL, MongoDB.

Tools & Collaboration: GIT, GitHub, ESLint, Prettier, Agile methodologies, Jira, Linear, Android Studio, Postman, XAMPP, Cursor AI, GitHub Copilot, Visio, clear code Documentation.

Work Experience

Full-Stack Software Developer (contract)   Jul 2025 – Sep 2025

FireFly Spark | Toronto, ON

- Developed a fully functional cross-platform mobile app for iOS and Android in five weeks.
- Translated Figma designs into responsive frontend interfaces and integrated backend features.
- Built custom UI components, screens, and backend RESTful APIs endpoints, to ensure seamless, intuitive user flows.
- Collaborated with front-end, back-end, design teams, and the CEO to deliver complete client–server functionality.
- Technologies: React Native, Expo, JavaScript, HTML, CSS, Python, PostgreSQL, Git, RESTful APIs, Postman, Figma, Android Studio, Cursor AI, Agile methodology, Accessibility standards (WCAG)

Front-End Developer (contract)   Sep 2024 – Dec 2024

Findgrant |Toronto, ON

- Delivered the user interface for a cross-platform web and mobile application by implementing responsive and accessible designs based on Figma prototypes.
- Created modular, scalable components and intuitive navigation flows from Figma prototypes.
- Worked closely with stakeholders, front-end, and back-end teams to align styles and functionality, ensuring a smooth and consistent user experience.
- Technologies: React Native, Expo, JavaScript, HTML, CSS, RESTful APIs, Figma, Git, Android Studio, Responsive Design, Accessibility standards.

Full-Stack Web Developer   Apr 2014 - Present

Freelance | Argentina ▪ Toronto, ON

- Delivered end-to-end web solutions for diverse clients, designing and maintaining responsive, user-centered websites and internal management portals tailored to each client's workflows.
- Identified functional requirements, proposed UX/UI strategies, and implemented robust front-end and back-end architecture with database integrations.
- Developed interactive features and dynamic components, integrated databases, and provided hosting, ensuring high performance, accessibility compliance (WCAG), SEO optimization, and ongoing maintenance and support.
- Monitored traffic, engagement, and retention using Google Analytics.
- Technologies: HTML, CSS, JavaScript, PHP, XAMPP, MySQL, React, Node.js, Vite, UI/UX Design, Responsive Design, WordPress, SEO, Accessibility Standards (WCAG), Google Analytics, Git, Adobe Creative Suite, Figma, Web Hosting, CMS Customization.

Communication Manager   Jul 2009 - Sep 2014

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

- Led the digital transformation of the organization's communication platforms, including a full website redesign focused on usability, accessibility, engagement, and content strategy.
- Managed internal and external communications, along with nationwide digital and print publications.
- Coordinated a cross-functional team and multiple stakeholders.
- Boosted website and social media traffic by 100%.
- Boosted magazine readership by 25% nationwide in just one year.

Education

Software Engineer Technician | Diploma. Centennial College, Toronto, ON.   Dec 2024
- Coursework in modern programming paradigms, UX/UI, languages, and frameworks, with a focus on agile collaboration; built a strong foundation in software development, with an emphasis on adaptability and best practices; GPA: 4.5
- PomeGran Inc. Scholarship recipient for passion and academic excellence.

Inclusive Leadership Practices | Certificate. Centennial College, Toronto, ON.   Dec 2024
- Developed skills in team leadership, organizational culture, and diversity-informed communication.

Design of Image and Sound | Bachelor's Degree. University of Buenos Aires, Argentina
- Gained a strong foundation in Design Principles, Visual Communication, Storytelling, Aesthetics, and Sociology, which enhanced my ability to analyze and create visually compelling media content

Languages

English and Spanish

Interests

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