

# Gabriela Waisman

Full-Stack Software Developer

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Toronto, Ontario, M5S 2H8, Canada

Full-Stack Software Developer with a strong background in Design and Communications and extensive experience in designing and developing websites and applications. Skilled in translating vision into seamless user experiences, integrating data from APIs and databases, implementing back-end features, and delivering intuitive and user-friendly interfaces. Known for my problem-solving skills, attention to detail, strong work ethic, and commitment to lifelong learning, I strive to deliver my best on every team and project.

## Core Skills

**Frontend:** REACT, REACT NATIVE, HTML, CSS, JAVASCRIPT, SVG, WordPress, Responsive Design, SEO.

**Backend:** NODE.JS, REST APIs, MERN, PHP, EXPRESS.JS, C#, JAVA, COBOL.

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

**UI/UX & Design:** Figma, Adobe Illustrator, Photoshop, Premiere, Visio, Color Theory, Design Principles.

**Version control, Collaboration:** GIT, SCRUM, Agile methodologies, MS Teams, MS Office Suite.

- Proactive
- Goal-oriented
- Fast and continuous learner
- Attention to detail
- Strong problem-solving skills
- Excellent interpersonal skills
- Knowledge across multiple fields
- Leadership skills
- Critical thinking and Analytical skills.
- Collaborative
- Inclusive & Diversity Leadership Practices
- Demonstrated ability to learn and adapt to new technical environments quickly.
- 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](https://www.gabywaisman.com)

### Audiovisual Services Provider

Feb 2001 - Aug 2016

*Freelance | Buenos Aires, Argentina*

Developed expertise in supplying web & multimedia services, project coaching, film subtitling, translations, photography, and video production.

- 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; created content and promotional materials; redesigned the website; released nationwide 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 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, 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

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