

H Gnosis Guild team,

I've been designing in web3 for over four years, but my path started with psychology, public policy, and interaction design—a combination that taught me to move towards decentralisation and see protocols as political and social infrastructures that shape how people relate to power and each other.

My background spans research, coding, and design in ways that feel natural for the interdependent, experimental work you're doing. As co-founder of Wavv, I directed the design and development of a social coordination app, overseeing all aspects of the product lifecycle—creative direction, strategic design, user research, marketing campaigns, and integrating token utility to drive adoption. This work was featured at ETHDublin for its approach to human-centered coordination tools. At Centrifuge (a DeFi RWA tokenization platform), I worked in a hybrid brand and product design role, refreshing their brand and creating design systems to align visual assets across platforms. At Ape Unit, I rebuilt the design system and restructured the learning flow for their 22k-user P2P learning platform. I'm currently co-designing for Winprivacy, where I've worked with Penumbra on their Telegram marketing channels and Human.tech on UX/UI design for their community governance platform.

This generalist approach—moving fluidly between brand, product, systems thinking, and complex technical implementations—has taken me across DeFi apps, NFT marketplaces, token bridges, and directing a \$390M genesis airdrop reaching 500k+ users. My coding background (JavaScript, React, creative coding) means I can collaborate closely with engineers from ideation through implementation, and I'm familiar with AI tools and workflows to enhance my design process. My policy research experience helps me think critically about the social and political implications of the tools we build.

I have a curious mind and love experimentation. What excites me about this role is the opportunity to grow a design team in an early-stage, experimental environment where design can help define not just how products look, but how they function as tools for resilient networks and new markets. Also I love the website design you have!

Best,

Araya

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