GISELA CARUSO

Senior Product Designer & Builder

PHONE
+54 9 11 5835 5672

LOCATION
Buenos Aires, Argentina

WEBSITE
www.giselacaruso.com

E-MAIL
info@giselacaruso.com

ABOUT ME

With over 15 years of experience in branding, digital design, and web experiences, I've learned that great products emerge when strategy, design, technology, and execution work together. Today, I collaborate with founders and product teams, bringing a strategic design perspective to their projects. I don't just design interfaces, I help shape solutions, identify opportunities, validate ideas, and turn concepts into real, working products.

My toolkit spans product design, no-code development, creative direction, and generative AI, allowing me to move quickly from concept to implementation while leveraging AI to streamline research, exploration, content creation, workflows, and production.

As I continue evolving toward design engineering, I'm deepening my technical skills to bridge the gap between design and development, creating experiences that are not only visually compelling but also scalable and technically sound.

I strongly believe that AI won't replace human creativity, it will amplify it. My role is to combine technology with critical thinking, business vision, and design judgment to create products that people genuinely want to use.

WORK EXPERIENCE

GISELACARUSO.COM — Senior Product Designer & Builder (2009- Present)

I've developed over 300 digital projects for clients in more than 10 countries, specializing in WordPress, Framer, and automations focused on conversion and growth. I work with SMEs, personal brands, and large companies like Burger King, Avon, Bimbo, and Knorr, integrating visual strategy, digital performance, and advanced graphic production.

EQUIPO LATINA — Creative and Digital Director (2016- Present)

I co-direct a creative studio focused on branding and digital development, leading client relationships and the complete execution of web projects in WordPress and Framer. I develop digital ecosystems and visual strategies for brands such as Fabric Sushi, Casa Palanti, MÖOI, and Tostado Café Club, combining design, conversion, and scalability.

FLICKA LETTERING — Founder & Lettering Artist (2018 – 2024)

I developed a creative unit specializing in handcrafted lettering and brand activations, working for companies such as Cabify, Le Pain Quotidien, and La Usina del Arte. I led in-person and online workshops, training over 150 students, and spearheaded commercial interventions and live experiences for brands and events.

ESTUDIO GARFUNKEL — Senior Graphic Designer (2010 – 2011)

I participated in the development of brand identities and campaigns for clothing brands such as Muaa and Admit One, managing customer service and operational coordination for the studio. I collaborated on the comprehensive execution of branding, graphic production, and visual strategy projects.

ESTUDIO AVANT — Graphic Designer (2008 – 2010)

I was the studio's lead designer, developing catalogs, editorial pieces, and visual communication for brands like Sweet Lady and Sweet Victorian. Later, I incorporated basic web development, expanding the studio's offerings into the digital realm.

EDUCATION

Graphic Design
UNIVERSIDAD DE BUENOS AIRES (2004 - 2009)

No-code Specialist | Web Expert | App Expert
NOCODEHACKERS (2025- 2026)

Postgraduate course in Calligraphy with Ruling Pens. Dg. Silvia Cordero Vega
UNIVERSIDAD DE BUENOS AIRES (May-Apr 2014)

COURSES

animations.dev
EMIL KOWALSKI (2026 - ongoing)

AI Skills 4 Women
FOUNDERZ (2026)

No-Code Specialist | Web Development Expert | App Development Expert
NOCODEHACKERS (2025- 2026)

SKILLS

Product & Digital Design: Product Design · UI/UX Design · Product Thinking · Information Architecture · User Flows · Responsive Web Design · Rapid Prototyping · Digital Experience Architecture

Digital Product Development: No-Code Development · AI-Assisted Development · End-to-End Product Development · Web Development · E-commerce · Automation & Integrations · Process Optimization

AI & Creative Technology: Generative AI · AI Creative Direction · Prompt Engineering · AI Workflows · AI Agents & Agentic Workflows · MCP Integrations · AI-Assisted Design & Development

Collaboration & Product Delivery: Ownership · Product Decision-Making · Stakeholder & Client Communication · Cross-functional Collaboration · Adaptability

Methods: Spec-Driven Development · Rapid Prototyping · AI-Assisted Development · Iterative Product Development

Additional Skills: Graphic Design · Digital Retouching · Lettering & Calligraphy

TOOLS

Design: Figma · Adobe Photoshop · Adobe Illustrator

Web & Development: Framer · WordPress · Webflow · FlutterFlow · WooCommerce · LearnPress · Supabase · HTML5 · CSS3 · JavaScript · PHP · GitHub · Vercel · VS Code · Lovable

AI & Generative Tools: ChatGPT · Claude Code · Gemini · Midjourney · Higgsfield

Productivity & Collaboration: Notion · Asana

AI Development: Claude Code · AI Agents · MCP · Agentic Workflows · AI-assisted Coding

LANGUAGES

SPANISH **Native**

ENGLISH **Middle A2**

HONORS & AWARDS

FINALIST "CONECTADOS" — Arte Único (2012)
Project selected as a finalist in the Fernet Branca national art and design competition, with a focus on visual innovation and graphic experimentation.

SELECTION "SPECIAL FONT" — Tipos Latinos (2006)
Typographic project selected at the Latin American Typography Biennial, highlighting formal excellence, technical precision and conceptual criteria in font design.

LICENSES & CERTIFICATIONS

FRAMER EXPERT CERTIFICATION — Framer (2025)
Advanced certification in no-code web experience design and development, with a focus on performance, animation, UX, and scalable systems.