

Sebastian Fermin

SENIOR DESIGNER

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ABOUT

Tired of reading CVs? Look at this one in video:



[Look at my portfolio here](#)

SKILLS & PROFICIENCIES

- Design leadership
- Creative operations
- Team AI enablement
- Onboarding

EDUCATIONAL BACKGROUND

Self-taught

Every step of my career I have taught myself. With the exception of a few certifications here and there...

I have had the fortune of finding really good mentors and friends along the way. And that made me realize how important it is to have support in the journey.

For that reason I want to pay it forward to junior, mid level and senior designers.

WORK HISTORY

Art Director & Web Strategist

Jiu Jitsu World League

Orange County, California

February 2024 to May 2026

Led product design and brand experience for a high-traffic digital platform. Focused on clarity, usability, and trust across complex user journeys where decisions had real consequences.

Creative Director, Web and Branding

La Resistance Agency

Ontario, Canada

October 2024 to October 2025

Led website and brand strategy projects focused on clarity, positioning, and alignment between message and audience. Ensured design decisions supported business goals, not just aesthetics.

Lead Web Designer & Brand Strategist

La Resistance Agency

Ontario, Canada

April 2022 to October 2024

Oversaw end-to-end website and brand projects, from discovery to delivery. Focused on helping clients explain what they do clearly to the right audience.

Branding and Graphic Designer

Dtail Studio

Barcelona, Spain

April 2022 to July 2023

Worked on brand systems and rebrands where clarity and consistency were critical across multiple touchpoints. Helped teams translate abstract ideas into clear, usable visual systems.

Senior Graphic Designer

Blacknosaur

Madrid, Spain

February 2019 to September 2021

Led branding and design projects with high visibility and strategic importance. Mentored junior designers and ensured design decisions supported long-term clarity and scalability.