

Sebastian Fermin

SENIOR WEB EXPERIENCE & UX/UI DESIGNER

Madrid, Spain

+34 663 671 398

info@sebastianfermin.com

ABOUT

Senior web experience and UX/UI designer with 10 years of experience across product design, web design, design systems, brand strategy, and Web implementation.



[Look at my portfolio here](#)

SKILLS & PROFICIENCIES

- Web experience design
- UX/UI design
- Information architecture
- Journey mapping
- Wireframing & prototyping Design systems
- CMS-driven websites

EDUCATIONAL BACKGROUND

Self-taught designer with 10 years of experience across web design, UX/UI, product design, brand systems, and digital strategy.

My background combines hands-on design execution with systems thinking: structuring websites, improving user flows, building reusable design patterns, and collaborating with stakeholders to make digital experiences easier to understand and maintain.

WORK HISTORY

Product Design Lead & UX/UI Designer

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 usability, trust, interface clarity, and decision-making across complex user journeys. Created scalable visual systems and worked across product, marketing, and operational needs to keep the digital experience consistent.

Creative Director, Web and Branding

La Resistance Agency

Ontario, Canada

October 2024 to October 2025

Led web and brand strategy projects focused on clarity, content structure, and audience alignment. Worked with stakeholders to ensure websites supported business goals, marketing priorities, and clear user journeys rather than only visual polish.

Lead Web Designer & UX Strategist

La Resistance Agency

Ontario, Canada

April 2022 to October 2024

Oversaw end-to-end website projects from discovery to delivery. Translated user needs, content requirements, and business goals into clear information architecture, responsive layouts, and maintainable web experiences.

Branding and Web Designer

Dtail Studio

Barcelona, Spain

April 2022 to July 2023

Worked on brand systems and rebrands where consistency, hierarchy, and clear communication were critical across multiple user-facing touchpoints. Helped translate abstract ideas into structured visual systems.