

Sebastian Fermin

UI/UX DESIGNER

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ABOUT

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[Look at my portfolio here](#)

SKILLS & PROFICIENCIES

- UX/UI design
- Product design
- User flows & wireframes
- Prototyping
- High-fidelity interface design
- Design systems
- User research & testing
- Cross-functional collaboration
- Webflow & responsive web design
- Figma

EDUCATIONAL BACKGROUND

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

My growth has come through client work, product teams, agencies, mentorship, and hands-on delivery across real projects. I continue to learn through research, testing, collaboration, and building practical design systems that teams can use.

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.

Creative Director, Web and Branding

La Resistance Agency

Ontario, Canada

October 2024 to October 2025

Led web and digital design projects where user clarity, business requirements, and stakeholder alignment shaped the final experience. Worked across UX structure, visual systems, and interface direction.

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, translating user needs, content requirements, and business goals into clear digital experiences.

Branding and Graphic Designer

Dtail Studio

Barcelona, Spain

April 2022 to July 2023

Worked on brand and interface-adjacent systems where consistency, hierarchy, and clear communication were essential across multiple user-facing materials.

Senior Graphic Designer

Blacknosaur

Madrid, Spain

February 2019 to September 2021

Led high-visibility design projects, mentored junior designers, and strengthened systems thinking around clarity, hierarchy, and scalable visual decisions.