

Sebastian Fermin

SENIOR BRAND DESIGNER

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PORTFOLIO HERE ↗](#)

ABOUT

Senior Brand Designer with 5+ years of experience building brands, launch campaigns, and digital experiences for technology companies and digital products.

Specializing in translating complex ideas into clear visual systems across web, product marketing, landing pages, brand identities, and scalable design systems. I enjoy collaborating across marketing, product, and leadership teams to create memorable brand experiences that combine strategic thinking with visual craft.



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ABOUT ME. CLICK HERE](#)



SKILLS & PROFICIENCIES

- Brand Systems
- Visual Identity
- Creative Direction
- Campaign Design
- Landing Pages
- Marketing Websites
- Visual Storytelling
- Product Marketing
- Figma
- Adobe Creative Suite
- Design Systems
- Art Direction
- Motion Collaboration
- AI Workflows
- Presentation Design

TOOLS

- Figma
- Adobe Suite
- Workshops
- Stakeholder Facilitation
- FigJam
- Webflow
- AI-assisted Design

WORK HISTORY

Lead Designer

Curbcut - Montreal, Canada (Remote)
December 2024 to March 2026

Helped shape the visual experience of a B2B SaaS platform, collaborating with product and engineering teams to transform complex workflows into intuitive, high-quality product experiences and campaigns.

- Designed polished interfaces that strengthened the product's visual consistency.
- Collaborated cross-functionally to simplify complex software experiences.
- Built reusable design patterns supporting scalable product marketing.
- Worked in a fast-paced startup environment alongside engineers and product teams.

Brand Designer

Jiu Jitsu World League - California (Remote)
February 2023 to March 2026

Led the visual evolution of the brand across web, product, marketing, and live events, creating scalable design systems that improved consistency across every customer touchpoint.

- Designed campaigns supporting tournaments and registrations.
- Built scalable visual systems across digital products.
- Created landing pages, promotional assets and marketing materials.
- Worked directly with founders to evolve the brand.

Lead Designer

La Resistance Agency - Ottawa, Canada (Remote)
May 2021 to October 2024

Led creative direction across branding, websites, product launches, and digital campaigns for clients across multiple industries.

Brand Designer

Dtail Studio - Barcelona, Spain
February 2019 to September 2021

Led visual design projects while establishing scalable design patterns, mentoring junior designers and improving consistency across multiple branding accounts.