

Sebastian Fermin

Madrid, Spain (Open to relocation)
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English/Spanish

ABOUT

I'm a web and digital experience designer with a background in visual design, UX/UI and brand. Over the past 6 years, I've worked across **websites, digital products and design systems**, often taking ideas from early concepts through design and implementation.

I'm comfortable moving between **Figma** and the browser, working with **Webflow, HTML** and **CSS**, and increasingly using **AI tools to prototype** and build faster. I enjoy working closely with developers and figuring out how good visual design can work within real technical constraints.



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SKILLS & PROFICIENCIES

DESIGN & EXPERIENCE

Visual Design · Web Design · UX/UI · Interaction Design · Responsive Design · Typography · Information Architecture · **Prototyping**

SYSTEMS & IMPLEMENTATION

Design Systems · Component Libraries · **CMS** · **Webflow** · Responsive Components · **Accessibility** · Developer Handoff

AI & WORKFLOWS

AI-Assisted Design · **Rapid Prototyping** · AI-Assisted Ideation · **Prompt-Based Workflows**

TOOLS

- Figma
- FigJam
- Webflow
- Maze
- Microsoft Clarity
- AI-assisted Design
- HTML/CSS
- Javascript (Basic)

SENIOR WEB & DIGITAL EXPERIENCE DESIGNER

Visual Craft, Design Systems, Webflow, Front-End, Motion/Interaction Design, AI-Assisted Workflows

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WORK HISTORY

Web Designer (Temporary Contract)

Adecco - Madrid, Spain

March 2026 to May 2026

Designed and built web-based learning experiences for Telefónica within the EdCast platform, working directly with HTML and CSS and using AI development tools as part of the build process.

- Built and adapted layouts directly in HTML and CSS.
- Used AI-assisted development tools to prototype and implement solutions faster.
- Worked within the platform's technical constraints while maintaining visual consistency and usability.

Web Designer

Jiu Jitsu World League - California (Remote)

February 2023 to March 2026

Designed and improved key parts of JJWL's web platform, from event discovery and registration to account and competition experiences used by athletes around the world.

- Registration and event flows across mobile and desktop.
- Information architecture and navigation across the platform.
- Reusable UI patterns to keep new pages and features consistent.

Freelance Web Designer

Independent - Remote

September 2021 to July 2026

Designed and built responsive websites for independent clients, combining visual design, interaction and hands-on implementation.

- Interactions, transitions and motion to make web experiences feel more responsive and expressive.
- Built responsive websites in Webflow, working with reusable components and CMS-driven content.

Lead Web Designer

La Resistance Agency - Ottawa, Canada (Remote)

May 2021 to October 2024

Led website projects from early concepts through design and Webflow and Wordpress implementation, working directly with clients to turn business, content and brand requirements into responsive digital experiences.