

Sebastian Fermin

Madrid, Spain (Open to relocation)
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English/Spanish

ABOUT

Multidisciplinary digital designer with a background in graphic design, brand, web and digital experiences. I've worked across campaigns, websites, social content, brand identities and digital products, with a strong focus on visual craft, storytelling and marketing.

I turn visual ideas into flexible systems. From individual assets and layouts to reusable components and templates that make creative production faster and more consistent.



**WATCH A VIDEO INTRO
ABOUT ME. CLICK HERE**



SKILLS & PROFICIENCIES

DESIGN & EXPERIENCE

Graphic Design · Visual Design · Digital Design ·
Typography · Layout & Composition · Branding · Art
Direction · Web Design · Social Media Design

MARKETING

Digital Campaigns · Marketing Assets · Landing Pages ·
Digital Banners · Email Graphics · Presentation Design ·
Event Creative · Multi-format Adaptation

SYSTEMS & SCALE

Design Systems · Figma Components · Auto Layout ·
Variables · Templates · Asset Libraries · Brand Systems
· CMS

TOOLS

- Figma
- Adobe Suite (Photoshop, Illustrator, InDesign)
- After Effects
- Webflow
- AI-assisted Development (Claude / Codex / Cursor)
- AI-assisted Design (Midjourney / ChatGpt / Claude)
- HTML/CSS

DIGITAL DESIGNER

Visual Design · Brand · Digital Marketing · Design
Systems · Motion · AI-Assisted Workflows

**LOOK AT MY
PORTFOLIO HERE** ↗

WORK HISTORY

Digital & Brand Designer

La Resistance Agency - Canada (Remote)

May 2021 to October 2025

Designed brand and digital work for clients across websites, campaigns, social content, presentations and marketing materials, translating business and brand objectives into clear visual communication.

- Created digital campaigns, marketing assets, responsive websites and brand materials across multiple formats.
- Built reusable visual systems, templates and components to keep recurring creative consistent and efficient.
- Designed and implemented websites in Webflow and WordPress, working from early concepts through production.

Digital Designer - Events & Digital

Jiu Jitsu World League - California (Remote)

February 2023 to March 2026

Designed digital experiences, marketing assets, presentations and campaign creative across JJWL's web, event and customer-facing touchpoints, maintaining a consistent visual language across the brand.

- Created digital assets across web, events, campaigns and marketing communications.
- Designed responsive web experiences and reusable UI patterns across desktop and mobile.
- Adapted creative across formats while maintaining visual consistency and brand standards.

Digital & Brand Designer

Dtail Studio - Barcelona, Spain

March 2022 to September 2023

Developed brand systems, marketing materials and visual assets for multiple brands across digital and print applications.

- Translated brand strategy into clear visual systems with a strong focus on typography, hierarchy and composition.
- Created digital and print assets across marketing and brand touchpoints.
- Adapted creative systems across formats while maintaining consistency and visual quality.
- Supported multiple projects simultaneously in a fast-paced studio environment.