

ERASMO FERMÍN

PROFILE

I am a graphic designer with over 20 years of international experience, specializing in 2D digital illustration, editorial design, branding, and institutional campaigns, transforming ideas and emotions into powerful visual communication. I have collaborated with NGOs, public institutions, and private clients across Europe, the U.S., and Latin America, delivering strategic and results-driven design solutions. Currently open to new opportunities in graphic design, cultural communication, and creative collaborations in Belgium and beyond. Passionate about blending creativity and strategy, I bring brands to life through design.

Explore portfolio at: www.erasgraphics.com



EDUCATION

2011 - 2012 / Digital Video Production,
Universidad Latina de Panamá

2001 - 2003 / Marketing and Advertising with an
Emphasis on Computational Graphic Design
Universidad Latina de Panamá

CERTIFICATIONS

2025 - Graphic Design Specialization,
California Institute of Arts (CalArts)
View Certificate: <https://bit.ly/4o2itKL>

2025 - Cooogle UX Design Specialization,
Google / View Certificate: bit.ly/47ft9dF

2025 - Brand Management: Aligning Business,
Brand and Behaviour / University of London
View Certificate: <https://bit.ly/4mKL5Hv>



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PROFESSIONAL EXPERIENCE

RainbowHouse, Communication Officer & Graphic Designer, Oct 2021 – Dec 2024

- Developed and implemented visual communication strategies and design plans for social media campaigns, digital marketing, and major events, including the **Rainbow Bar** and the **RainbowHouse 20th Anniversary**.
- Managed all visual assets for the **Brussels Pride Opening** and **Pride Week 2024**, a project with high social impact.
- Led the graphic design and execution of the "Signalement Project" awareness campaign for **Brussels public transport (STIB)**.
- Coordinated internal and external communications to guarantee brand consistency and a unified message.
- While working as a Freelance Graphic Designer for **RainbowHouse**, I also designed the "LGBTQ+ Seniors: Here We Are" photobook, including print materials and visuals for the **RainbowAmbassadors Association**, promoting LGBTQ+ senior visibility in Brussels.

La Ligue des Familles, Graphic Designer (Freelance), Nov 2018 – Dec 2020

- Designed editions **189, 190, and 191** for **Le Ligueur du Mouvement** magazine, creating clear and engaging visual content tailored to parental audiences.
- Crafted visual layout designs that enhanced readability and strengthened the publication's communication impact.
- Contributed graphic design expertise to key strategic campaigns including **Enjeux Parents, Les Fami-Ambassadeurs, and Agora Fle**.

TOPoker, Graphic Designer, Oct 2015 – Nov 2017 / Barcelona, Spain

- Designed the complete User Interface (UI) and visual environment for TOPoker, an online gaming platform focused on the poker experience.
- Developed digital assets, interactive elements, and immersive user experiences (UX) that defined the platform's brand identity and visual consistency.
- Collaborated directly with professional Dutch poker player **Ed de Haas** to align the corporate identity, brand strategy, and visual storytelling with the platform's strategic vision in the iGaming industry.
- Delivered a unified design system integrating poker tables, digital chips, and interface animations to enhance user engagement and retention.

SKILLS / Adobe Creative Suite & Microsoft Office Tools



Illustrator



Photoshop



InDesign



Adobe XD



Procreate



Figma



Wix / Web Dev



WordPress



Word



PowerPoint



Excel

%



Outlook



Explorer

LANGUAGE

English ● ● ● ● ● ● 100%
Spanish ● ● ● ● ● ● 100%

French ● ● ● ● ● ● 40%
VIA (A2.2 certificate by VIA Asbl)