

Sebastián Vizzo

Multidisciplinary designer – brand systems · web & ecommerce · editorial & motion. Architect-trained, AI-augmented.

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SUMMARY

Designer with 9+ years across brand, web and editorial. I take a brief from start to finish – concept, layout, typesetting, retouching, brand systems and owned-channel content for web, app and email – and flex my style across very different clients, from longer brand builds to fast weekly turnarounds. Architect-trained at UNR, which gives me a structural eye for detail and systems.

I develop as well as design – I build **fully custom storefronts on Tiendanube**, wire them to Meta (Pixel, CAPI, GA4) and coordinate suppliers and production. But the point is what ships: **two ecommerce sites in production** – Brasador® (D2C brand I co-founded) and Suri Ecotienda – both designed and built end-to-end, plus the design→code system that makes it repeatable. I work **AI-augmented by default** (research, image generation, production passes) while taste and the final call stay human.

SELECTED WORK

- ➔ **Brasador®** – custom Tiendanube ecommerce, designed & built end-to-end · brasador.com.ar
- ➔ **Suri Ecotienda** – custom Tiendanube ecommerce, brand + storefront · suriecotienda.com.ar
- ➔ **BAST** – studio portfolio & documented design→code system · malabartista.com

CORE COMPETENCIES

****Craft**** Brand identity & systems · Editorial & layout · Typesetting & retouching · Landing pages · Motion · Owned-channel content (web, app, email)

****Web & ecommerce**** Design systems (tokens → code) · Custom Tiendanube themes · Responsive, mobile-first · HTML/CSS/JS · React · GSAP · Meta integration (Pixel, CAPI, GA4)

****Copy & content**** Brand voice & tone · owned-channel copywriting (newsletters, email, social, WhatsApp) · ad copy · content systems & editorial calendars

****AI**** GenAI image generation (nano-banana / Gemini) · prompt-based creative workflows · Claude for build & orchestration · automation pipelines (n8n) to scale and speed output – taste and final call stay human

****Tools**** Figma · Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects) · TypeScript · Cloudflare Pages · Supabase

****Ways of working**** Brief-to-finish ownership · flexing style across clients · fast weekly turnarounds · accountable to deadlines · constructive feedback · mentoring junior designers

SELECTED EXPERIENCE

BAST Studio – Founder & Designer

2022 – Present · Remote

- AI-augmented design practice: brief → diagnostic → shipped mockup. Brand work and owned-channel content (web, app, email) in days, not months. Pipelines handle research, variants and production passes; I direct and curate every output.
- Built a repeatable **design→code system for Tiendanube** (design tokens, component library, composition rules, go-live pipeline) and shipped two production storefronts with it. Also shipped landing pages, brand systems and campaigns across very different clients – including a **Shinesty** application landing + 3-campaign email system that opened a meeting with their creative directors.

Brasador® – Co-founder & Brand / Creative Lead

Late 2024 – Present · Argentina

- Co-founded a D2C brand from zero. Own brand identity, voice, ads, organic content, ambassador program and product design – plus the production: filmmaker, photographer, drone operator and editor. Two products in market.
- Designed and built the brand's **fully custom ecommerce storefront on Tiendanube** – theme + design system (design tokens → code) on a platform that only exposes the visual layer, taken to production with real purchases, and Meta Pixel + CAPI + GA4 live. brasador.com.ar.
- Also built the brand's WhatsApp sales agent – TypeScript on Cloudflare Workers with a deterministic policy layer over the LLM (prices, product truth and logistics never left to the model).

Suri Ecotienda – Head of Marketing · Brand & Web (contract)

2024 – Present · Argentina

- Designed and built the **Suri ecommerce storefront on Tiendanube** – Design System 2.0, editorial custom theme, 90-product catalog curation, taken to production Sep 2026. suriecotienda.com.ar.
- Brand and visual system, photography and content. Designed and project-managed the Suri retail store – interior, furniture and signage – bridging brand identity with the built environment.

Independent Practice – Cross-disciplinary Designer & Artist

2020 – 2022 · Argentina / Remote

- Cross-disciplinary period that shaped a hands-on eye: web design, bespoke furniture, illustration, painting and tattooing. Early adoption of generative AI for image and method.

Espacio Efimero – Design Studio Lead (from Renderer / Project Designer)

2015 – 2020 · Rosario, Argentina

- Grew from renderer to running the studio and its production calendar across three verticals (events, retail, corporate identity), at thousands of briefs a year – where I learned to flex fast and keep quality under tight turnarounds. First deep work in graphic, web and brand-system design.

EDUCATION & ACADEMIC WORK

Architecture (Arquitectura) – Universidad Nacional de Rosario (UNR) · 2008 – 2016 · 22/27 subjects (~90%) · GPA 8.26/10

Teaching Assistant (Jefe de Trabajos Prácticos) – FAPyD, UNR · 2012 – 2016 · practical courses across Architecture and Urbanism chairs

Languages – Spanish native · English professional working proficiency