

SEBASTIAN REBELO

SENIOR DESIGNER — BRAND DESIGN | CREATIVE DIRECTION | PHOTOGRAPHY

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EXPERIENCE

Senior Graphic Designer | Mars Wrigley

January 2023 – Present

- Ensure consistency of brand identity across all digital and print communications for global brands including Twix, Snickers, and M&M's, maintaining compliance with brand guidelines at every touchpoint.
- Implement and extend design systems and visual communication guidelines for packaging, brand identity applications, and brand activations, ensuring cohesive execution across teams and markets.
- Plan and execute production of graphic elements from concept through final files, managing schedules, artwork direction, and print production to keep projects on time and on brief.
- Collaborate with Marketing, Brand, and Production teams and external agencies to align stakeholders around design intent and speed decision-making.
- Direct photography, videography, motion graphics, and post-production across social, digital, retail, and print channels, applying digital tools to streamline production workflows.

E-Commerce Content Designer | Mars Wrigley

August 2021 – January 2023

- Produced brand identity and storytelling content for digital touchpoints on Amazon and Walmart, ensuring consistency with brand and design standards.
- Collaborated with Marketing, Brand, and Retail teams on design briefs, presenting creative rationale to stakeholders and guest partners.
- Developed scalable creative assets and reusable templates within approved design systems to support consistent execution across a growing e-commerce presence

Social Content Designer | Mars Wrigley

March 2020 – August 2021

- Adapted brand identity into platform-specific creative across digital channels, applying audience insight to strengthen brand affinity and engagement.
- Helped evolve visual expression and brand voice while maintaining design consistency across a fast-growing set of communications touchpoints.
- Partnered with Marketing on integrated campaigns informed by audience insights; among the first members of a newly formed team, helping establish workflows and production capabilities.

Graphic Designer & Printer | TC Graphics

September 2019 – February 2020

- Developed brand identity systems and print/packaging materials for a diverse range of clients, managing design production from concept through print-ready files.
- Applied production and printing principles to manage the full print process end to end, ensuring craftsmanship and attention to detail on every piece.
- Created design assets and collateral aligned with client goals and target audience needs across digital and print.

Graphic Designer | Monmouth University Athletics

September 2017 – May 2019

- Led design and production of digital and print communications, maintaining consistent visual identity across touchpoints for a broad public audience.
- Created storytelling content across email, digital displays, and social platforms.
- Collaborated with Marketing colleagues to develop creative campaigns and visual systems that strengthened audience engagement.

Graphic Designer | Smashing Graphics Game Studio

March 2018 – August 2018

- Designed brand collateral, including logos and promotional materials, and produced web and print layouts aligned with organizational visual direction.
- Produced content to engage a target community and promote studio projects.

SKILLS

Brand & Visual Identity: Brand Identity Systems, Design Guidelines & Standards, Packaging & Print Design, Creative Direction, Visual Communications, Design Systems, Campaign Development

Design Management: Production Planning & Scheduling, Cross-Team & Cross-Functional Collaboration, Stakeholder Presentations, Creative Briefs & Rationale, Print Production Management, Agile/Sprint-Based Ways of Working

Creative Media: Photography, Videography, Motion Graphics, Photo Retouching, Art Direction, Print Making, Drawing, Acrylic Painting

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, XD, Bridge, Media Encoder), Figma, Canva, Microsoft Office Suite

EDUCATION

Monmouth University

BFA in Design & Animation, concentration in Graphic & Interactive Design | Minor in Photography | Monmouth Honors School

EXHIBITIONS & PUBLICATIONS

Southern Living Magazine, US Weekly Magazine, People Magazine, Celebration Magazine - Published, 2023–2026

Monmouth Review - President - 2019, Published 2017–2019, **DiMattio Gallery** - Photography & Sculpture - 2019, Photography - 2018, Fine Art - 2017

duCret School of Art - Fine Art Exhibition - 2015