Edgar Arias

Brand Designer for SaaS

[Portfolio ↗](#) [LinkedIn ↗](#)

szavantworks@gmail.com   +34 696 42 07 15

About

I'm a senior designer dedicated to crafting visually compelling narratives that align creative excellence with business vision. I combine strategic leadership with hands-on design precision to build cohesive brand identities and innovate digital experiences. As a collaborator to multidisciplinary teams, I focus on elevating brands through storytelling that resonates and design that performs efficiently.

Work Experience

2022 - Now

Design Lead at GB Advisors
United States (Remote)

I'm leading our team on design strategy for B2B SaaS marketing, overseeing and executing branding and web design solutions on diverse platforms through all communication touchpoints.

2021 - 2022

Senior Brand Designer at GB Advisors
United States (Remote)

I developed and launched a comprehensive new brand identity and visual universe, aligning the company's image with its mission of AI-driven growth. I created a scalable design system using Figma to improve collaboration across multiple teams, and I used Webflow to design and deploy functional websites for the company.

2022

Motion Graphic Designer at MAGIC4U
Spain (Remote)

I produced video content for Madrid Escena 2022, a major music festival featuring international artists like Jason Derulo, James Blunt, Simply Red, and Robe Iniesta.

2019 - 2021

UX Designer at Practisis Software
Ecuador (Remote)

I collaborated with the product development team to redesign the sign-up and onboarding interface for dora.ec (ERP software), focusing on reducing friction for new users.

2018 - 2019

Freelance Graphic Designer at Fiverr
Venezuela (Remote)

I was focused on creating targeted video content for Google Ads campaigns, optimizing visual hooks to increase click-through rates (CTR) for diverse global clients.

Education

2026

Google UX Design Professional Certificate
Coursera

2015 - 2018

Bachelor's Degree, Mass Media
URBE University

Core Skills

Art Direction   Branding   Web Design   Motion Design

Design Tools

Adobe CC, Figma, Webflow, Framer, Lovable, Google Analytics, monday.com, Notion, GPT

Language

English / C2   Spanish / Native