



Daniel Escate

Interaction Designer

CONTACT

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danielescate.ca

SKILLS

Graphic Design,
User Experience Design,
User Interface Design,
Creative Direction, Brand
Strategy, Accessibility,
Front-End Development,
Information Architecture,
Design Research, Design
Thinking, Interactive
Videos, Motion Design,
Storyboarding, User
Flows, Prototyping,
Project Management,
Generative AI.

PROGRAMS

Illustrator, After Effects,
Photoshop, Premier Pro,
InDesign, GitHub, Figma,
WordPress, Webflow,
Squarespace, GoDaddy,
VS Code, HTML, CSS,
JS, React, DALL-E,
Mailchimp, Hootsuite,
Canva, Lottie, MS Office.

EDUCATION

Interaction Design & Development

George Brown College
Advanced Diploma
2021

CERTIFICATIONS

Product Design and UX/UI Fundamentals

Microsoft
2025

ABOUT

Designer with five years of experience in simplifying complex ideas and bringing them to life through engaging designs that leave an impact. Proven ability to build cohesive brand identities, design user-centered digital experiences, and create effective design solutions that leave an impact and drive meaningful engagement.

EXPERIENCE

Graphic Designer

Sep 2023 - May 2025

illustrate inc, Toronto, ON

- **Web Design:** Spearheaded the redesign and launch of the company website, customized WordPress components with HTML, CSS, and JavaScript. Achieving a 95% accessibility score, delivering an elevated, visually cohesive, user-friendly experience that enhanced the digital presence in the InsurTech industry.
- **Brand Identity:** Conceptualized a revamped brand system featuring a revitalized logo, refined colour scheme, and typography. Boosting brand recognition across digital platforms by 10%. Created supporting visual assets such as presentation decks, email templates, loading animations, GIFs, icons, and illustrations for integration by the UX/UI team for consistency across all web applications.
- **Project Management:** Facilitated weekly meetings with stakeholders, presented design work, brainstormed, collected constructive feedback, connected with teams, and ensured the successful execution of projects from concept to launch.
- **Marketing:** Executed targeted email marketing campaigns and social promotion of the new system, achieving a 33% open rate and 3% click-through rate.

Graphic Designer

May 2022 - Sep 2023

thinktum, Toronto, ON

- **Brand Strategy:** Produced a wide range of engaging digital assets for web, social media and email campaigns, including targeted campaign initiatives for various user. Designed interactive booths showcased at three insurance conferences across North America, boosting brand visibility and audience engagement.
- **UX/UI:** Collaborated with the Senior UX/UI Designer to craft responsive mockups in Figma for A/B testing of an insurance web app, optimizing the application system process, resulting in measurable improvements in user experience.
- **Efficiency:** Successfully balanced multiple cross-functional projects, improving delivery speed and productivity while always maintaining a high level of quality.

Junior Graphic Designer / Digital Content Publisher

Feb 2021 - Mar 2023

EdCan Network, Toronto, ON

- **Web Design:** Designed and launched four fully responsive websites, including a bilingual English/French site, ensuring a cohesive visual identity across primary and sub-brands. Published all web content and resources.
- **Brand Assets:** Developed a variety of digital and print assets for multi-channel marketing campaigns across social media, web, email and print with featured advertisements published in Education Canada Magazine.