



# Daniel Escate

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## ABOUT

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As an experienced designer, I've developed a strong track record of creating solutions that help brands establish their identity, elevate their presence, and expand their network. My work has helped increase social media engagement, streamline user journeys, facilitate online payments, and generate interest through interactive and captivating visuals. I'm currently seeking a role where I can contribute to a collaborative team, learn from others, and continue to grow as a designer while shaping impactful, strategic design initiatives.

## SKILLS

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**Design:** UX/UI Design, Generative AI, Interactive Videos, Graphics, Branding, Wireframes, Prototyping, Motion Design, Rebranding, Typography, Accessibility, Data Visualization, User Journeys, Concept Videos, Sound, Storyboarding, Video and Photo Editing, Augmented Reality Experiences, 3D Modeling.

**Computer:** Adobe Creative Cloud: Illustrator, After Effects, Photoshop, Premier Pro, InDesign, Adobe XD, GitHub, Figma, WordPress, Squarespace, Webflow, GoDaddy, Visual Studio Code, HTML, CSS, Javascript, React, Mindstamp, DALL-E, Mailchimp, Jira, Miro, Canva, Maya, Unity, LottieFiles, PowerPoint, Word, Excel.

## EXPERIENCE

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### Graphic Designer

*illustrate inc/thinktum*, Toronto, ON

May 2022 – May 2025

- With a small team, I lead the revamp of illustrate inc's identity. Creating a new logo, a fresh new colour palette, rebranding the website and using HTML, CSS, and JS to customize pages, while following accessibility standards.
- Designed splash pages, developed and executed campaigns for social, web, and email with the marketing team.
- Drove lead generation through promotional materials including interactive videos, social media content, email campaigns, and engaging booths showcased at insurance conferences across North America.
- Assisted the senior UX/UI designer with creating responsive mockups on Figma for an insurance web app, created illustrations and loading screens, ensuring we maintained brand consistency across all platforms.

### Junior Graphic Designer / Digital Content Publisher

*EdCan Network*, Toronto, ON

Feb 2021 – Mar 2023

- Launched 4 websites in English and French, creating a cohesive identity that included sub-brands, updated sites as needed, designed promotional material for social and advertisements featured in *Education Canada Magazine*.
- Websites used to successfully process payments through Stripe, collect registrations for Canadian-wide events, offer online learning courses with certificates, host articles, workbooks, and other resources for Canadian educators.

### Web Designer / Graphic Designer / Developer

*Freelance*

Sep 2017 – Present

- Mapped out scope of work, created deliverable timeframes with check-ins, pitched ideas and creative solutions to create engagement while collaborating with other team members to achieve desired results.
- Projects include: branding kits for teams, social media templates on Canva, web design and development, graphics for email, web, and social, marketing material for print – brochures, flyers, business cards, magazine ads.

## EDUCATION

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### Interaction Design & Development

George Brown College, Toronto ON  
*Advanced Diploma*  
2021

## ACCOMPLISHMENTS

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- Leading the redesign and creative direction of an established InsurTech.
- Working with UX/UI team we enhanced and redefined our solution.
- Designing interactive booths shown at North American conferences.
- Helping brands establish and reinvent their identity to drive interest.