



Daniel Escate

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ABOUT

Multidisciplinary designer with a passion for simplifying complex ideas and bringing them to life through thoughtful, engaging design. Experienced in building cohesive brand identities, designing user-focused digital experiences, and creating content that drives meaningful engagement across platforms. Passionate about collaborating with teams, contributing to impactful design initiatives, and leveraging Generative AI for a streamlined workflow.

SKILLS

Technical: Graphic Design, UX/UI Design, Creative Direction, Web Design, Brand Strategy, Front-End Development, Interactive Videos, Motion Design, Storyboarding, Prototyping, User Flows, Project Management, Generative AI.

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

EXPERIENCE

Graphic Designer

illustrate inc, Toronto, ON

Sep 2023 - May 2025

- **Web Design:** Spearheaded the redesign and launch of the company website, customized and developed new WordPress components with HTML, CSS, and JavaScript. Achieving a 95% accessibility score and delivering a visually cohesive, user-friendly experience that elevated digital presence in the InsurTech industry.
- **Brand Identity:** Developed a modern brand system including a refreshed logo, updated colour palette, typography, and supporting assets to strengthen brand recognition across digital platforms. Designed visual assets such as loading animations, GIFs, icons, and illustrations for integration by the UX/UI team across web applications.
- **Project Management:** Facilitated weekly meetings, presented design work, collected constructive feedback, connected with teams, and ensured the successful execution of projects from concept to launch.
- **Marketing:** Executed targeted email marketing campaigns, achieving a 33% open rate and 3% click-through rate.

Graphic Designer

thinktum, Toronto, ON

May 2022 - Sep 2023

- **Brand Strategy:** Created materials for web, social, and email including GIFs, interactive videos, article thumbnails using Generative AI, and interactive booths showcased at insurance conferences across North America.
- **UX/UI:** Collaborated with the Senior UX/UI Designer to develop responsive mockups in Figma for an insurance web app, enhancing the user experience and ensuring design consistency across platforms.
- **Efficiency:** Managed multiple projects across the Marketing and UX/UI teams, efficiently prioritizing tasks to consistently deliver high-quality work under tight deadlines.

Junior Graphic Designer / Digital Content Publisher

EdCan Network, Toronto, ON

Feb 2021 - Mar 2023

- **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 digital and print assets for marketing campaigns across social media, web, and email platforms, with featured advertisements published in Education Canada Magazine.

EDUCATION

Interaction Design & Development

George Brown College, Toronto ON

Advanced Diploma