



CONTACT

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danielescate.ca

ABOUT

Designer with over five years of experience translating complex problems into effective solutions. Proven at driving measurable results through strategic decisions that improve performance, inform strategy, and support growth.

SKILLS

Technical: 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, Premiere Pro, InDesign, GitHub, Figma, WordPress, Webflow, Squarespace, GoDaddy, VS Code, HTML, CSS, JS, React, DALL-E, Mailchimp, Hootsuite, Canva, Lottie, MS Office.

EXPERIENCE

Graphic Designer - Sep 2023 - May 2025

illustrate inc, Toronto, ON

- **Web Design:** Led the redesign and launch of the corporate website, customized WordPress components with HTML, CSS, & JavaScript. Improving accessibility score to 95% while strengthening digital presence.
- **Branding:** Conceptualized a revamped brand system featuring a revitalized logo, refined colour scheme, clear typography, and new branded templates. Increasing brand recognition across digital platforms by 10%.
- **Marketing:** Executed social promotions on LinkedIn and multiple email campaigns through Mailchimp to highlight the benefits of the new platform, achieving a 33% open rate and 3% click-through rate.
- **Project Management:** Facilitated weekly meetings with stakeholders, presented designs, collected constructive feedback, connected with teams, and ensured the successful execution of projects from concept to launch.

Graphic Designer - May 2022 - Sep 2023

thinktum, Toronto, ON

- **Branding:** Developed digital and print marketing assets supporting integrated campaigns across web, email, social media. Designed booths for conferences across North America, boosting brand visibility and engagement.
- **UX/UI:** Collaborated with the Senior UX/UI Designer to craft responsive wireframes in Figma for A/B testing of an insurance web app, optimizing the application process, resulting in improvements in user experience.
- **Web Design:** Created interim website and splash pages during rebrand transition. Worked alongside developers to hand off designs and utilize a design system for consistency, ensuring a seamless delivery.
- **Project Management:** Collaborated with cross-functional teams in a Scrum environment to deliver high-quality creatives under tight deadlines. Improving delivery speed, productivity, and team efficiency.

Junior Graphic Designer - 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.
- **Branding:** Produced a variety of engaging digital assets for web, social, email, and print campaigns to support national initiatives for K-12 educators, including physical/digital events hosted across Canada.

EDUCATION

Interaction Design & Development

George Brown College, Toronto ON
Advanced Diploma

CERTIFICATIONS

Product Design and UX/UI Fundamentals

Microsoft
2025