

Daniel Escate

Digital Designer

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ABOUT

Digital designer with 5+ years of experience building scalable visual systems and translating complex business challenges into cohesive, user-centered digital experiences. Providing a background across design, development, and end-to-end project execution to deliver effective solutions and measurable impact across all initiatives.

SKILLS

Digital & UX: Brand Identity Systems, Typography, Layout, Art Direction, Motion Graphics, Video, Storyboarding, Print Production, UI Design, Information Architecture, Accessibility (WCAG), Design Systems, Responsive Web Design, Wireframing, Prototyping, A/B Testing, User Flows, Front-End Development.

Tools: Adobe Creative Suite, Figma, WordPress, GitHub, VS Code, HTML, CSS, JavaScript, React, Google Analytics.

EXPERIENCE

Digital Designer and Developer | May 2025 - Present

Daniel Escate Design, Toronto, ON

- **Branding:** Supported regional marketing initiatives for property management clients including Oxford Properties and Leston Holdings, delivering large-scale billboard campaigns, event collateral, and presentations decks.
- **Web Design:** Designed a fully responsive bilingual (EN/FR) website for a marketing services client, developing a scalable brand identity and visual system to ensure consistency across all touchpoints.
- **Development:** Built a custom portfolio website using HTML, CSS, and JavaScript. Deployed via GitHub and integrated Google Analytics to monitor traffic, engagement, and user behavior to guide iterative improvements.
- **Project Management:** Defined project scope, timelines, and creative direction while managing feedback cycles to ensure strategic alignment and on-time delivery.

Graphic Designer | Sep 2023 - May 2025

Illustrate Inc, Toronto, ON

- **Web Design:** Managed the redesign and launch of the corporate website, customizing WordPress components with HTML, CSS, and JavaScript, improved accessibility score to 95% and enhanced customer journeys.
- **Branding:** Established a new scalable brand system featuring a revitalized logo, typography standards, colour hierarchy, and reusable branded templates. Increasing brand recognition on 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:** Directed weekly stakeholder design reviews, aligning creative execution with business objectives and ensuring timely delivery from concept through launch.

Graphic Designer | May 2022 - Sep 2023

Thinktum, Toronto, ON

- **Branding:** Developed integrated digital and print marketing assets across web, email, and social channels, supporting national conference initiatives and expanding brand visibility across North America.
- **UX/UI:** Collaborated with the Senior UX/UI Designer to create responsive wireframes and prototypes in Figma for A/B testing of an insurance web application, optimizing user flows and reducing friction in the application process.
- **Web Design:** Created interim websites and splash pages during company rebrand, collaborating with developers to implement design system components and ensure visual consistency.
- **Project Management:** Contributed within an Agile/Scrum environment, balancing multiple cross-functional deliverables while maintaining high-quality standards under tight deadlines.

EDUCATION & CERTIFICATIONS

Interaction Design & Development | Advanced Diploma | George Brown College - Toronto ON.

Product Design and UX/UI Fundamentals | Certificate | Microsoft - 2025