



Daniel Escate

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ABOUT

With 7 years of experience as a designer, I've developed a strong track record of creating innovative solutions that help brands establish their identity, elevate their presence, and expand their reach. My work has driven increased social media engagement, streamlined user journeys, facilitated online payments, and generated interest through captivating visuals that created leads. I'm seeking an elevated role where I can contribute to a collaborative team, mentor others, and continue to grow as a designer while shaping impactful, strategic design initiatives.

SKILLS

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

Graphic Designer

illustrate inc/thinktum, Toronto, ON

May 2022 – Present

- With a small team, I lead the revamp of *illustrate inc's* identity. Creating a new logo, a fresh new color palette, rebranding the website and using HTML/CSS to customize pages, while following accessibility standards.
- Designed splash pages, developed and executed strategies 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, ensured we maintained brand consistency across all platforms.

Junior Graphic Designer / Digital Content Publisher

EdCan Network, Toronto, ON

Feb 2021 – Mar 2023

- Worked directly with the Program Manager to create a cohesive identity with sub-brands, designed and launched 4 websites, created 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

Interaction Design & Development

George Brown College, Toronto ON
Advanced Diploma
2021

ACCOMPLISHMENTS

- 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.