

Daniel Escate

Brand Designer

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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

Design: Graphic Design, Creative Direction, Brand Strategy, Brand Identity, Web Design, Typography, Motion Design, Video Editing, Photo Editing, Print Design, Composition, Storyboarding, Project Management, Generative AI.

UX/UI: User Experience Design, User Interface Design, Information Architecture, Accessibility, Design Research, Design Thinking, Design Systems, User Flows, Wireframing, Prototyping, Usability Testing, Front-End Development.

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

Brand Designer and Developer | May 2025 - Present

Daniel Escate Design, Toronto, ON

- Branding:** Lead design initiatives for property management clients, delivering billboard campaigns, presentation decks, event collateral, and digital assets across web, email, and print to ensure cohesive multi-channel visibility.
- Web Design:** Designed and launched a fully responsive bilingual (EN/FR) website for a marketing services client, developing the brand identity and visual system to maintain consistency across all digital and print touchpoints.
- Development:** Designed and built a refreshed portfolio website using HTML, CSS, and JavaScript, deployed via GitHub. Integrated Google Analytics to track traffic and user behavior to inform ongoing improvements.

Graphic Designer | Sep 2023 - May 2025

Illustrate Inc, Toronto, ON

- Web Design:** Managed 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:** Established a new brand system featuring a revitalized logo, refined colour scheme, clear typography, and updated 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.

EDUCATION

Interaction Design & Development

Advanced Diploma, George Brown College

CERTIFICATIONS

Product Design and UX/UI Fundamentals

Microsoft | 2025