de Daniel Escate

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ABOUT

Experienced designer with a strong ability to simplify complex ideas and transform them into engaging, visually compelling solutions. Proven track record of helping brands build their identity, grow their presence, and connect with wider audiences. Skilled in creating user-focused designs that boost social performance, enhance user journeys, and drive engagement, while leveraging GenAI for rapid ideation, image creation, and streamlined creative workflows. Passionate about collaborative, growth-driven environments and eager to contribute to impactful design initiatives.

SKILLS

Design: UX/UI Design, Generative AI, Interactive Videos, Branding, Wireframes, Prototyping, Motion Graphics, Typography, Accessibility, Data Visualization, User Journeys, Concept Videos, Storyboarding, Video and Photo Editing, Augmented Reality, 3D Modeling.

Computer: Illustrator, After Effects, Photoshop, Premier Pro, InDesign, GitHub, Figma, WordPress, Squarespace, Webflow, GoDaddy, Visual Studio Code, HTML, CSS, JS, React, Mindstamp, DALL-E, Mailchimp, Jira, Miro, Canva, Maya, Unity, LottieFiles, PowerPoint, Word, Excel.

EXPERIENCE

Graphic Designer
May 2022 - May 2025
illustrate inc/thinktum, Toronto, ON

- Led a small team in the redesign of illustrate inc's website, utilizing HTML, CSS, and JavaScript to customize pages and improve accessibility, achieving a 95% score on accessibility audits. Spearheaded a comprehensive rebranding initiative, developing a modern logo and fresh colour palette, resulting in increase in brand recognition.
- Leveraging AI, executed social media and email marketing campaigns, increasing engagement and achieving a 33% open rate and 3% click-through rate. Created promotional assets including a series of motion graphics used to promote an article series, and interactive videos showcased at insurance conferences across North America.
- Supported the Senior UX/UI Designer in developing responsive mockups in Figma, enhancing the overall user experience and ensuring a cohesive system, while also providing custom illustrations and loading screens.

Junior Graphic Designer / Digital Content Publisher
Feb 2021 - Mar 2023
EdCan Network, Toronto, ON

- Designed and launched four responsive websites, including a bilingual English/French site, ensuring cohesive visual identity across primary and sub-brands. Collaborated with the Program Manager to align UX/UI designs with organizational goals, updated website to support Stripe payment, event registrations and e-learning courses.
- Developed branded assets and marketing materials for campaigns across social media, web, email, and print. Ensured brand consistency and strategic messaging, with featured ads published in *Education Canada Magazine*.

Web Designer / Graphic Designer / Developer
Sep 2017 - Present
Freelance

- Defined project scope and timelines with regular check-ins for feedback, ensuring on-brand execution. Presented creative concepts and collaborated across teams to boost user engagement and meet strategic goals.
- Delivered a range of assets, including branding kits, social templates, responsive web design and development.

EDUCATION

Interaction Design & Development
George Brown College, Toronto ON
Advanced Diploma
2021

ACCOMPLISHMENTS

- Leading the redesign and creative direction of an established InsurTech.
- Collaborating with the UX/UI team to enhance the product experience.
- Designed interactive booths for North American insurance conferences.
- Developed brand identities to drive engagement and growth.