

# Daniel Escate

## Brand Designer

647 518 6342 | daniel.f.escate@gmail.com | [danielescate.ca](http://danielescate.ca) | [LinkedIn](#)

### ABOUT

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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

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**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

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#### 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

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#### Interaction Design & Development

Advanced Diploma, George Brown College

### CERTIFICATIONS

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#### Product Design and UX/UI Fundamentals

Microsoft | 2025