Daniel Escate

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ABOUT

Multidisciplinary designer experienced with simplifying complex ideas and bringing them to life through clear, engaging designs. Proven ability to build cohesive brand identities, design user-centered digital experiences, and create content that drives meaningful engagement across platforms. Focused on collaborating with teams to contribute to impactful design initiatives, while leveraging Generative AI for a streamlined workflow.

SKILLS

Technical: Graphic Design, UX/UI Design, Creative Direction, Web Design, Brand Strategy, Front-End Development, Interactive Videos, Motion Design, Storyboarding, Prototyping, User Flows, Project Management, Generative AI.

Programs: Illustrator, After Effects, Photoshop, Premier Pro, InDesign, GitHub, Figma, WordPress, Squarespace, Webflow, GoDaddy, VS Code, HTML, CSS, JS, React, DALL-E, Mailchimp, Hootsuite, Canva, LottieFiles, MS Office.

EXPERIENCE

Graphic Designer   Sep 2023 - May 2025
illustrate inc, Toronto, ON

- **Web Design:** Spearheaded the redesign and launch of the company website, customized WordPress components with HTML, CSS, and JavaScript. Achieving a 95% accessibility score and delivering a elevated, visually cohesive, user-friendly experience that elevated digital presence in the InsurTech industry.
- **Brand Identity:** Conceptualized a revamped brand system featuring a revitalized logo, refined colour scheme, and typography, boosting brand recognition across digital platforms by 10%. Designed visual assets such as loading animations, GIFs, icons, and illustrations for integration by the UX/UI team across web applications.
- **Project Management:** Facilitated weekly meetings, presented design work, collected constructive feedback, connected with teams, and ensured the successful execution of projects from concept to launch.
- **Marketing:** Executed targeted email marketing campaigns, achieving a 33% open rate and 3% click-through rate.

Graphic Designer   May 2022 - Sep 2023
thinktum, Toronto, ON

- **Brand Strategy:** Produced a wide range of engaging digital assets for web, social media, and email campaigns, including GIFs, interactive videos. Created interactive booths showcased at three insurance conferences across North America, significantly boosting brand visibility and audience engagement.
- **UX/UI:** Collaborated with the Senior UX/UI Designer to craft responsive mockups in Figma for A/B testing of an insurance web app, enhancing the user experience, resulting in measurable improvements in user experience.
- **Efficiency:** Successfully balanced multiple cross-functional projects, improving delivery speed and productivity.

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

- **Web Design:** Designed and launched four fully responsive websites, including a bilingual English/French site, ensuring a cohesive visual identity across primary and sub-brands. Published all web content and resources.
- **Brand Assets:** Developed a variety of digital and print assets for multi-channel marketing campaigns across social media, web, email and print with featured advertisements published in Education Canada Magazine.

EDUCATION

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