

# Daniel Santos



## Professional Summary

Toronto-based designer finishing my BDes at York University, bridging the gap between creative ideation and digital strategy. I lead with a strong visual 'why,' utilizing Figma and the Adobe Creative Suite to build work that is as conceptually sound as it is visually striking. I specialize in turning complex ideas into scalable, strategic design solutions.

## Education

2023	<b>Specialized BDes in Design</b>
Present	<b>York University</b> — Toronto, ON
2019	<b>Diploma in Visual &amp; Digital Arts (Honours)</b>
2021	<b>Humber College</b> — Toronto, ON
2022	UX Design
2023	<b>Google Professional Certificate</b> — Toronto, ON

## Experience

2022	<b>Sponsorship Coordinator, Event Coordination Assistant</b>
Present	<b>Design Student Association (DSA)</b> Plan and run student events, manage logistics, coordinate sponsorships, and oversee setup and takedown.
2022	<b>Graphic Design &amp; Multimedia Assistant</b>
Present	<b>York University</b> Create graphics, posters, and social media content, assist with video and motion graphics, and prepare materials for print and digital campaigns.
2019	<b>Automotive Sales Associate</b>
Present	<b>Canadian Tire</b> Explain product features, improve store organization, and support sales through strong customer service.

## Contact

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## Skills

Brand Design  
Visual Design  
Data Visualization  
Design Thinking  
Brand Strategy  
Publication, Typography  
Marketing  
Image editing  
Print  
UI/UX Design

## Tools

Illustrator, Photoshop,  
InDesign, Premiere Pro, Figma,  
HTML, CSS, JavaScript

## Technical

Welding and carpentry for  
wood and metal-based design  
projects

## Cool Things

Humber Graduate  
Art Show 2021

Yorku Designathon  
2024, 2025

Honorable Mention RGD  
Student Awards 2025