

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

## Experience

2022 Present	Sponship Coordinator, Event Coordination Assistant <b>Design Student Association (DSA)</b> Plan and run student events, manage logistics, coordinate sponsorships, and oversee setup and takedown.
2022 Present	Graphic Design & Multimedia Assistant <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 Present	Automotive Sales Associate <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

\*\*Reference available upon request