

DANIEL GHALY

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PROFESSIONAL SUMMARY

A creative and detail-oriented Graphic Designer and Web Designer with hands-on experience developing cohesive brand visuals, high-converting landing pages, and engaging marketing materials. Proficient in industry-standard tools including Adobe Creative Suite, Canva, and Figma. Skilled in establishing strong visual hierarchies, typography systems, and UI/UX best practices to create impactful digital assets. Adept at integrating AI-assisted creative workflows to streamline content planning and design production, elevating brand identities through clean, conversion-focused solutions.

CORE SKILLS

Graphic & Web Design • UI/UX Principles • Brand Identity & Logo Design • Layout & Typography • Responsive Design • Social Media & Canva Design • Wireframing & Prototyping • Campaign Graphics • Creative Asset Management • Client Communication • AI-Assisted Design & Content Planning

TECHNICAL SKILLS

Design Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva, Figma

Web & UI Tools: WordPress, Webflow, Framer, HTML, CSS, Tailwind CSS, React, Next.js

Marketing & Content Tools: Meta Business Suite, Instagram, TikTok, LinkedIn, SEO, CMS Platforms

AI Tools: ChatGPT, Claude, AI image generation, AI copywriting, AI-assisted design workflows

PROFESSIONAL EXPERIENCE

Founder / Graphic Designer & Web Designer

Graphxify — Remote / Mississauga, ON | 2023 – Present

- Designing websites, landing pages, brand visuals, and social media graphics with a focus on strong visual hierarchy, responsive structure, and conversion-focused user flows.
- Developing complete brand systems, including logos, typography, and promotional graphics tailored for small businesses.
- Using Adobe Creative Suite, Canva, and Figma to create professional, high-quality visuals for web and cross-channel marketing campaigns.
- Leveraging AI tools (ChatGPT, Claude) for research, copywriting, creative direction, and establishing faster, more efficient design workflows.
- Managing client communications, explaining design decisions clearly, and delivering timely revisions to improve clients' online presence and cohesive branding.

Account Manager

Home Cover — Canada | 2021 – 2023

- Managed client communication, account follow-ups, and service inquiries, ensuring clear and professional responses.

- Maintained organized client records and coordinated with team members to resolve requests accurately and efficiently.
- Built lasting trust with clients through reliability, effective problem-solving, and professional support.

Sales Associate

Hory Brush — Canada | 2018 – 2021

- Supported daily sales operations, managing customer inquiries and executing order-related tasks effectively.
- Developed strong communication, persuasion, and relationship-building skills in a fast-paced environment.

SELECTED PROJECTS

Graphxify Website & Brand System

- Designed and developed a modern creative agency website featuring clean layouts, seamless landing page flows, and effective marketing copy.
- Integrated modern web design principles and AI tools for optimized content planning and workflow execution.

Landing Page & Website Concepts

- Designed high-converting, mobile-friendly landing pages for local brands, focusing on clear headlines, strong calls to action, and clean user experience (UX).

Social Media & Marketing Design

- Created polished promotional graphics, carousel posts, and targeted content strategies to improve brand appearance, clarity, and online engagement.

Branding & Logo Design

- Developed scalable logo concepts and flexible brand identities optimized for use across responsive websites, social media, and printed materials.

EDUCATION

Graphic Design & Advertising

Humber College — Toronto, ON | 2025 – Present

Relevant Studies: Graphic design, advertising, typography, branding, layout design, visual communication, packaging design, editorial design, and digital media.

Digital Design

Sheridan College — Ontario

Relevant Studies: Digital design, layout design, visual communication, creative software, web design, and digital creative workflows.