

Michael Volkwijn

Content & Graphic Designer

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UI/UX, Content and Graphic Designer with 8+ years of B2B, B2C, and agency experience specialising in wireframing, accessible web design, and multimedia content production. Consistently delivering impactful web designs, logos, graphics and multimedia projects for a diverse \$6M+ portfolio of clients including CIBC, Bell Canada, Toronto Hydro and FITC.

SKILLS

- Graphic Design
- Print Design
- Typography
- Web Design
- Content Management
- Multimedia Production
- Photography
- Videography
- Accessible Design
- Visual Design

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Lightroom
- Figma
- Final Cut Pro X
- WordPress
- Wix
- HTML5
- CSS3
- PHP
- ASP
- Mailchimp
- Asana
- Microsoft Teams
- Slack

WORK EXPERIENCE

Content Designer & Graphic Designer - *Freelance*

2015 - PRESENT

- I have worked with 25 different clients within technology, film, logistics, design, health & medical, music, non-profit industries Some names include Lightform Canada, Winterhouse Films, Craft Delivery, Namara Technologies, CIBC, FITC, WordCamp Toronto.
- Created content for print, web & brand identity projects including graphic design, 20 logo design projects, accessible design, 4 video projects and 50 photography projects with short turnaround times to effectively manage campaign timelines.
- Created a design system of 14 templates for 2 websites, 2 logo designs, 2 photography (portrait, product), 2 event photography, 1 videography content, 3 social media content (Facebook, Instagram, Twitter aka X), 2 print design for clients within tech, film, non-profit, entertainment, health & medical, music and design.
- Proven track record of completing 9 projects per year over the span of 5 years within designated timelines in accordance with different client business objectives.
- Demonstrated ability to produce technically correct and high-quality marketing materials, including print-ready mechanicals mainly posters, POP and business cards for Craft Delivery over the course of 1 year, exceeding client expectations.

Web Designer — *SiteDudes Inc.*

2018 - 2019

- Worked in a team of 6, working closely with the senior designer and customer service department on web design projects. Every web project had 3-5 days as the deadline.
- Created and Maintained of +50 websites over the course 3 months for 50 small-medium sized business clients portfolio worth \$6M+ dollars of different clientele across North America in technology, entertainment, real estate, e-commerce, beauty & healthcare, education, automotive, construction, consulting and financial industries.
- Managed 10 website templates and kept files organised and up to date within the agency system and software stack environment.

Designer — *Pixel Dreams*

2017 - 2018

- Design and QA marketing & branding collateral such as 5 posters, 6 social media posts, 4 websites, 7 illustrations, 2 email campaigns. content creation & more over 2 months for 7+ B2C & B2B clients in entertainment, NGO, technology, health & medical. Clients included: Signature Electric, Android TO, Army of Sass (AOS), BIOX Corporation.
- Redesigned the agency's 20 page website at the time worked on 4 pages specifically on the layout of 1 client page, writing & designing content for 2 blog & culture pages over the course of 3 months.
- Worked on creating 10 different web graphics for 2 client (BIOX Corporation & Signature Electric) 30+ page websites over 3 months, using typography and iconography to support bespoke brand identities.
- Conducted user testing over the course of 1 month of the company's internal employee wellness application to ensure effective adoption and develop insights to improve use of the platform.

UI & Visual Designer — *TouchLogic Corporation*

2016 - 2017

- Worked on the re-design of the company's 20 page website generating 500 views per month, creating a new layout for 5 different pages, visual design, icons, wireframes, and typography over 3 months.
- Over the course of 6 months I worked on user experience (user journey maps, research, wayfinding, wireframing, interactivity.) and visual design (icons, logo, layout, typography, visuals, mock-ups, prototypes) on B2B enterprise software product called Self Serve where clients choose, create and manage their Interactive Voice Response (IVR) & Signal Messaging System (SMS) Marketing, Sales & Billing campaigns of Toronto Hydro and Bell Canada. The design was approved and was sent into development and used by clients.
- Development and design of product/brand marketing material assisted in developing 1 new brand guideline for the company process of this for about 4 months.

EDUCATION

University of Toronto — *Honours Bachelor of Arts (HBA) Degree in Communication, Culture & Information Technology and Fine Art & Art History.*

Sheridan College — *Advanced College Diploma, Art & Art History*

Concentration in Graphic & Web Design, Video Production & Photography.

Sheridan College — *Certificate, Digital Communications*

CERTIFICATION

Accessibility for Ontarians with Disabilities Act (AODA), OSG Certificate.