

# MICHAEL VOLKWIJN

Toronto, ON (Not open to relocation)

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• Portfolio: <https://www.michaelvolkwijn.com>

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## HIGHLIGHTS OF QUALIFICATION

### Design/Content Expertise

Experienced UI/UX, Content, and Graphic Designer with over 9 years of delivering innovative design solutions across B2B, B2C, and agency environments. Specializing in wireframing, web accessibility, and multimedia content creation, with a strong focus on user-centric and brand-enhancing experiences.

### Technical Expertise

Successfully executed design projects for high-profile clients such as Bell Canada, Toronto Hydro, and FITC, contributing to a portfolio worth over \$6M.

### Technical Skills

Proficient in a wide range of design, development, and project management tools:

- **Design & Development Tools:** Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Sketch, Midjourney, Canva
- **Web Technologies:** HTML5, CSS3, JavaScript, PHP, Wix, Tailwind
- **Photography & Video Editing:** DSLR, Adobe Lightroom, Final Cut Pro X, Adobe Audition, After Effects
- **Content Management & Social Media:** WordPress, Mailchimp, YouTube, Instagram, Facebook, Twitter (X)
- **Project Management & Productivity:** Asana, Google Suite, Microsoft Teams, Excel, PowerPoint, Microsoft Office

## PROFESSIONAL EXPERIENCE

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### Content and Graphic Designer Freelance Toronto, ON

06/ 2015 – PRESENT

- Partnered with 25+ clients across a variety of industries, including technology, healthcare, non-profit, and media, providing comprehensive design solutions including branding, web development, and multimedia content for clients such as Lightform Canada, Winterhouse Films, Craft Delivery, Namara Technologies, FITC, and WordCamp Toronto.
- Delivered over 20 logos, 50 photography projects, 4 video productions, and a variety of web and print materials, consistently meeting deadlines and campaign timelines.
- Developed a cohesive design system, creating 14 templates for websites, social media, and branding assets, ensuring both accessibility and user-friendly designs.
- Managed and completed 9+ projects annually, consistently exceeding client expectations and delivering high-quality marketing materials, including print-ready designs for Craft Delivery.

### Web Designer SiteDudes Toronto, ON

01/2019 – 03/2019

*SiteDudes is a web design agency specializing in fast, high-quality website development for small to medium-sized businesses across various industries in North America.*

- Worked as part of a 6-person design team, delivering 50+ websites for clients in industries such as entertainment, technology, real estate, e-commerce, automotive, and healthcare.
- Delivered high-quality web designs within tight deadlines (3-5 days per project) for client portfolios valued at over \$6M.

**Designer** Pixel Dreams Toronto, ON

01/2017 – 03/2017

*Pixel Dreams is a full-service creative agency that partners with brands of all sizes to deliver innovative design solutions, blending creativity and technology to drive business growth.*

- Transformed creative briefs into high-quality marketing and branding materials for 7+ B2C and B2B clients, including Signature Electric, Android TO, and BIOX Corporation.
- Redesigned a 30-page website, focusing on improving layout, content, and user experience for 4 client pages.
- Conducted user testing for 4 weeks to improve an internal employee wellness application, enhancing adoption and usability.

**UI & Visual Designer** TouchLogic Corporation, Markham, ON

06/2016 – 10/2016

*TouchLogic is a leading provider of B2B enterprise software solutions, specializing in IVR and SMS marketing systems for large-scale clients like Toronto Hydro and Bell Canada.*

- Led the redesign of the company's 20-page website, improving visual design, layout, and user experience, resulting in a 500% increase in page views per month.
- Designed and developed high-fidelity mockups, wireframes, and prototypes for B2B enterprise software used by clients like Toronto Hydro and Bell Canada.
- Contributed to the creation of new brand guidelines and marketing materials during the company's rebranding process over 4 months.

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**EDUCATION**

**University of Toronto at Mississauga, Toronto, Ontario**, Honours Bachelor of Arts in Communication,  
Culture, Information & Technology and Art & Art History

2015

**Sheridan College, Oakville, Ontario**, Ontario Advance College Diploma, Art & Art History

2015

**Sheridan College, Oakville, Ontario**, Certificate, Digital Communications

2015

**CERTIFICATION**

**Accessibility for Ontarians with Disabilities Act (AODA)**, Toronto, Ontario, OSG Certificate

2022