

MICHAEL VOLKWIJN

Toronto, ON (Remote ready, Not open to relocation)

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

PROFESSIONAL SUMMARY

Photographer and visual designer with **9+ years** crafting story-driven imagery, digital content, and brand-aligned visuals for agencies, enterprise clients, and creative studios. Combines **art direction, production discipline, and design systems thinking** to deliver cohesive multi-platform assets for brands including **Toyota, Bell Canada, Toronto Hydro, and Winterhouse Films**.

CORE STRENGTHS

Photography & Production — Lighting, retouching, composition, content systems
Creative & Art Direction — Visual storytelling, campaign concepts, brand tone
Digital & UI/UX Design — Wireframes, prototypes, responsive layouts, interaction design
Content & Marketing Creative — Social, video, motion graphics, paid ads, email
Digital & Motion — Social design, motion graphics, short-form video, web visuals
Tools — Adobe CC (LR/PS/AI/ID/AE/PR), Figma, Final Cut Pro X, Midjourney, ChatGPT

PROFESSIONAL EXPERIENCE

Owner / Freelance Photographer & Visual Designer Self-Employed, Toronto, ON | 2015 – Present

- Delivered **55+ photography** and **7+ video productions** for corporate, nonprofit, and creative clients.
- Directed on-location shoots for **Toyota Canada, Craft Delivery & Winterhouse Films**, producing assets for **print, web, social, and campaign storytelling**.
- Built custom **presets and content libraries**, reducing delivery time by **40%** while maintaining brand consistency.
- Produced **100+ digital, social, and motion assets**, increasing engagement by **35–60%** across campaigns.
- Developed **brand-aligned visual toolkits** and **multi-channel content systems** for 25+ clients.
- Partnered with marketing and design teams to align creative output with **accessibility, brand strategy, and audience impact**.

Web & Visual Designer SiteDudes / Pixel Dreams / TouchLogic, Toronto, ON | 2016 – 2019

- Created photography-integrated visuals, web assets, and digital creative for brands such as **Bell Canada** and **Toronto Hydro**.
- Built **conversion-focused websites** for 50+ clients, improving **UX flow, clarity, and engagement**.
- Contributed to **enterprise design systems, UI assets, marketing creative, and branding packages**.
- Redesigned a **20-page enterprise site**, resulting in **500% traffic increase**.
- Delivered **motion graphics, campaign creative, and visuals** to support marketing and B2B initiatives.
- Supported a portfolio of **\$6M+ in client accounts** with conversion-oriented digital design.

EDUCATION & CERTIFICATIONS

University of Toronto at Mississauga, Toronto, Ontario, Honours Bachelor of Arts	2015
Sheridan College, Oakville, Ontario, Advance College Diploma of Fine Arts	2015
Sheridan College, Oakville, Ontario, Certificate in Digital Communication	2015
Accessibility for Ontarians with Disabilities Act (AODA), Toronto, Ontario, OSG Certificate	2022

SELECTED CLIENTS

Toyota Canada • Bell Canada • Toronto Hydro • FITC • Lightform • Craft Delivery • Winterhouse Films • Namara Technologies • WordCamp Toronto • XP Gaming Inc. • Word on The Street Festival • New Apostolic Church Canada
