

# MICHAEL VOLKWIJN

Hybrid Creative | UX & Visual Designer | Photographer | Content & Workflow Specialist

Toronto, ON (Remote- ready)

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

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## PROFESSIONAL PROFILE

Hybrid Creative with **10+ years of experience** designing **UX, visual systems, content workflows, and photography** that help organizations communicate clearly and scale effectively. Known for translating complex ideas into **usable digital experiences, brand-aligned visuals, and structured content systems** that improve engagement, clarity, and production efficiency. Experience spans **enterprise, agencies, startups, and nonprofits**.

## CORE STRENGTHS

**UX & Content Design:** UX flows, wireframes, prototypes, information architecture, content systems

**Visual & Brand Design:** Visual identity, photography, art direction, visual storytelling

**Digital & Motion:** Web assets, social content, motion graphics, short-form video

**Tools:** Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects), Figma, Webflow, WordPress, Midjourney, RunwayML, ChatGPT

## PROFESSIONAL EXPERIENCE

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**Freelance — Hybrid Creative (UX, Visual Design, Photography)** Self-Employed, Toronto, ON | 2015 – Present

- Delivered **45+ projects** across UX/UI, branding, photography, and digital content for SMBs, agencies, and nonprofits.
- Designed **10+ brand identities and visual systems**, improving clarity and consistency across web, marketing, and training materials.
- Built **UX flows, wireframes, and interfaces** for websites and landing pages, contributing to **20–30% increases in engagement** for returning clients.
- Produced **event, portrait, and product photography for 60+ clients**, strengthening brand storytelling and marketing quality.
- Created **social content, motion graphics, and ads** using AI-assisted tools, accelerating iteration and enabling higher-volume production.
- Supported founders with **go-to-market assets, pitch decks, and copy**, helping secure partnerships and new business opportunities.

**Web Designer**

SiteDudes Inc., Toronto, ON | Jan 2019 – Mar 2019

*SiteDudes is a web design agency specializing in fast, web development for SMBs across various industries in North America.*

- Designed and maintained **50+ client websites** across entertainment, healthcare, finance, automotive, education, and tech.
- Managed and refined **10 reusable website templates**, improving quality, consistency, and delivery speed.
- Delivered fast-turnaround updates within **3–5 days**, supporting client retention in a high-volume environment.
- Improved workflow efficiency through structured file organization and clean handoffs.

**Designer (Intern)**

Pixel Dreams, Toronto, ON | Jan 2017 – Mar 2017

*Pixel Dreams is a full-service creative agency that partners with brands of all sizes to deliver innovative design solutions.*

- Created **digital and print assets** for **7+ B2B/B2C clients**, including email campaigns, ads, and social visuals.
- Contributed to an agency website redesign, improving **information architecture and visual hierarchy**.
- Conducted **user testing** on an internal employee wellness app, generating insights that improved usability and adoption.
- Collaborated closely with designers, strategists, and developers in a fast-paced agency setting.

**UI & Visual Designer (Intern)**

TouchLogic Corp., Richmond Hill, ON | Jun 2016 – Oct 2016

*TouchLogic Corporation is a leading provider of B2B enterprise software solutions, specializing in IVR and SMS marketing.*

- Led the redesign of a **20-page enterprise platform**, contributing to an estimated **50% increase in post-launch engagement**.
- Designed **UX flows, wireframes, interaction patterns, and high-fidelity prototypes** for a B2B IVR/SMS marketing platform.

- Supported a company-wide rebrand by developing **scalable UI components and visual assets** used across product and marketing.
- Partnered with product, engineering, and stakeholders to translate technical workflows into intuitive experiences.

**Analyst (Contract Full-time)**

Reliance Home Comfort, Toronto, ON | 2012 – 2013

*Reliance Home Comfort provides water heaters, HVAC systems, and home comfort services to residential and commercial customers across Canada.*

- Organized and catalogued **500+ HR, legal, and financial documents**, improving accessibility and compliance support.
- Designed internal systems and marketing materials that improved **operational clarity and efficiency**.
- Supported data quality initiatives across HR, finance, and marketing teams.

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**EDUCATION & CERTIFICATIONS**

**University of Toronto, Toronto, Ontario**, Honours Bachelor of Arts, Communication, Culture Information & Technology; Art & Art History 2015

**Sheridan College, Oakville, Ontario**, Advance College Diploma, Art & Art History 2015

**Sheridan College, Oakville, Ontario**, Certificate, Digital Communication 2015

**Accessibility for Ontarians with Disabilities Act (AODA)**, Toronto, Ontario, OSG Certificate 2022

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**SELECTED CLIENTS & PROJECTS**

Toyota Canada • Bell Canada • Toronto Hydro • FITC • XP Gaming Inc. • LightForm Canada • Winterhouse Films • Craft Delivery • Namara Technologies • WordCamp Toronto • Canada Learning Code

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**COMMUNITY & VOLUNTEERING**

**Assistant Youth Leader**

New Apostolic Church | 2014 – Present

- Planned programs for **150+ participants**, coordinating **15–20 volunteers** and supporting long-term engagement.

**Photographer**

Community & Tech Events | 2009 – Present

- Documented national and international events, producing imagery used for communications, marketing, and archives.