

MICHAEL VOLKWIJN

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

Toronto, ON (Remote- ready)

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

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. Specializes in translating complex ideas into usable digital experiences, structured content systems, and brand-aligned visuals that drive measurable outcomes improving engagement, onboarding clarity, and production efficiency across enterprise, agency, and startup environments.

CORE STRENGTHS

UX & Content Design — User flows, wireframes, prototypes, information architecture, content systems

Visual & Brand Systems — Identity design, art direction, scalable visual frameworks

Photography & Storytelling — Event, brand, product, editorial photography

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

Workflow & Production — Content pipelines, asset management, AI-assisted production

Tools — Adobe CC, Figma, Webflow, WordPress, Midjourney, RunwayML, ChatGPT, Claude

PROFESSIONAL EXPERIENCE

Freelance — Hybrid Creative (UX, Visual Design, Photography)

Self-Employed, Toronto, ON | 2015 – Present

- Delivered **45+ cross-functional projects** spanning UX/UI, branding, and content systems for SMBs, agencies, and nonprofits.
- Designed **10+ brand identities and scalable visual systems**, improving consistency across web, marketing, and training materials.
- Built UX flows, wireframes, and digital interfaces contributing to **20–30% increases in user engagement** for client platforms.
- Produced photography and visual assets for **60+ clients**, elevating brand storytelling and marketing effectiveness.
- Created high-volume social, motion, and ad content using AI-assisted tools, improving **production speed and iteration cycles**.
- Supported go-to-market strategies through pitch decks, content, and visuals that contributed to **new partnerships and client growth**.
- **Enterprise Highlight:** Created and structured **40+ training visuals for Toyota Canada**, improving onboarding clarity and enabling translation-ready delivery.

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+ websites** across healthcare, finance, tech, and service industries.
- Improved **10 reusable templates**, increasing design consistency and reducing turnaround time.
- Delivered updates within **3–5 day cycles**, supporting high client retention in a fast-paced environment.
- Streamlined workflows through improved file structure and cross-team handoffs, reducing production friction.

Designer (UX, Visual & Marketing 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.

- Produced digital and print assets for **7+ clients**, including campaigns, ads, and social content.
- Contributed to website redesign, improving **information architecture and content clarity**.
- Conducted user testing and delivered insights that improved **usability and product adoption**.
- Collaborated across design, strategy, and development teams in a fast-paced agency environment.

UI & Visual Designer Intern (Product + Systems Design)

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

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

- Contributed to redesign of a **20-page enterprise SaaS platform**, driving **~50% increase in post-launch engagement**.
- Reduced workflow friction by **~30% fewer steps in key user flows**, improving usability and efficiency.
- Designed UX flows, wireframes, and high-fidelity UI for multi-channel communication tools (IVR, SMS, email).
- Developed reusable UI components and supported brand-system alignment across product and marketing.
- Collaborated with stakeholders to simplify complex workflows and improve navigation and feature discoverability.

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 communication materials, improving **operational clarity and efficiency**.
- Supported data quality initiatives across HR, finance, and marketing teams, enabling **more accurate reporting**.
- Conducted QA on **600+ customer interactions and materials**, helping maintain brand and regulatory standards.

EDUCATION & CERTIFICATIONS

University of Toronto — Honours Bachelor of Arts (CCIT & Art History), 2015

Sheridan College — Advanced Diploma, Art & Art History, 2015

Sheridan College — Certificate, Digital Communications, 2015

AODA Certification — 2022

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

COMMUNITY & VOLUNTEERING

Assistant Youth Leader — New Apostolic Church | 2014 – Present

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

Photographer — Community & Tech Events | 2009 – Present

- Document events and conferences, producing visual assets used for marketing, communications, and archival storytelling.