

MICHAEL VOLKWIJN

HYBRID CREATIVE

Design • Photography • Digital Experiences • Visual Storytelling

Visual & UX Designer | Photographer | Content & Workflow Specialist

Toronto, ON (Remote- ready)

• Email: michaelvolkwijn@gmail.com • LinkedIn: [ca.linkedin.com/in/mvolkwijn](https://www.linkedin.com/in/mvolkwijn)

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

PROFESSIONAL PROFILE

Hybrid Creative with **10+ years of experience** spanning UX/UI, visual and brand design, photography, content creation, and creative workflows. Builds clear digital experiences, scalable visual systems, and visual stories that help organizations communicate more effectively and operate more consistently. Experienced across freelance, agency, startup, enterprise, and in-house environments, while maintaining a continuous independent creative practice alongside professional roles. Combines strategic thinking, hands-on design execution, and technical fluency across digital, visual, content, and production workflows.

CORE STRENGTH

UX & Product Design — User flows, wireframes, prototypes, information architecture, UI design

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

Digital & Web Design — Responsive websites, landing pages, content systems, HTML/CSS

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

Content & Motion — Social content, motion graphics, short-form video, campaign assets

Creative Operations — Production workflows, asset organization, templates, content pipelines

AI-Assisted Production — Midjourney, RunwayML, ChatGPT, Claude

Tools — Adobe Creative Suite, Figma, Adobe XD, Sketch, WordPress, Webflow, GitHub, Tailwind

PROFESSIONAL EXPERIENCE

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

Self-Employed, Toronto, ON | 2015 – Present

- Maintained a continuous freelance creative practice alongside internships and full-time employment, delivering **45+ UX/UI, branding, content, and digital projects** for businesses, agencies, nonprofits, and community organizations.
- Designed **10+ brand identities and scalable visual systems** that improved consistency across websites, marketing materials, training content, and digital communications.
- Created UX flows, wireframes, interfaces, and landing pages contributing to **20–30% increases in engagement** for returning client platforms.
- Produced photography and visual assets for **60+ clients** across events, brands, conferences, editorial projects, and marketing campaigns.
- Created social content, motion graphics, digital advertising, and short-form video using AI-assisted workflows to improve production speed and iteration.
- Supported client growth through pitch decks, marketing assets, content systems, and visual materials used to communicate new products, services, and partnerships.
- **Enterprise Highlight:** Created and structured **40+ training visuals for Toyota Canada**, improving onboarding clarity and enabling translation-ready content delivery.

Web Designer

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

- Designed and maintained **50+ responsive websites** across healthcare, finance, technology, and service industries in a high-volume agency environment.
- Improved **10 reusable website templates**, increasing design consistency and supporting faster production across client projects.
- Delivered website updates within **3–5 day production cycles** while balancing visual quality, responsive behaviour, and client requirements.

- Streamlined file organization and cross-team handoffs, reducing production friction and supporting efficient delivery.

Designer (UX, Visual & Marketing Intern)

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

- Produced digital and print assets for **7+ clients**, including campaigns, advertising, social content, and web experiences.
- Contributed to a website redesign that improved information architecture, content clarity, and the overall user experience.
- Conducted user testing and translated findings into design recommendations that improved usability and product adoption.
- Collaborated with design, strategy, and development teams to deliver work across multiple clients and creative priorities.

UI & Visual Designer Intern (Product + Systems Design)

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

- Contributed to the redesign of a **20-page enterprise SaaS platform**, supporting an approximately **50% increase in post-launch engagement**.
- Reduced friction in key workflows by approximately **30% fewer steps**, improving usability and task efficiency.
- Designed UX flows, wireframes, high-fidelity UI, and reusable components for multi-channel communication tools spanning IVR, SMS, and email.
- Collaborated with stakeholders to simplify complex workflows, improve navigation, and increase feature discoverability.

Analyst (Contract Full-time)

Reliance Home Comfort, Toronto, ON | 2012 – 2013

- Organized and catalogued **500+ HR, legal, and financial documents**, improving information accessibility and operational efficiency.
- Designed internal systems and communication materials that improved clarity across administrative and business workflows.
- Supported data quality initiatives across HR, finance, and marketing teams, enabling more accurate reporting and information management.
- Conducted quality assurance on **600+ customer interactions and materials**, helping maintain brand and regulatory standards.

EDUCATION & CERTIFICATIONS

University of Toronto — Honours Bachelor of Arts, Communication, Culture, Information & Technology and Art & Art History | 2015

Sheridan College — Ontario 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** while 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.