



Michele Mauviel

Creative Director - Digital Strategist - UX Design - Brand, Web & Campaign Design

Creative Director and Digital Strategist with 20+ years of experience leading brand, web, content, campaign, and visual communications work for organizations with complex audiences and high-stakes messaging needs. Hands-on across digital, print, social, report, presentation, and campaign design, with deep experience in UX, information architecture, content strategy, client leadership, and production oversight.

Known for translating complex ideas into clear, credible, audience-focused creative for municipalities, non-profits, member-driven organizations, education technology, professional services firms and public-facing initiatives.

PROFESSIONAL EXPERIENCE

Co-Founder - Creative Director - Digital Strategist

ECREW WEB + DIGITAL OTTAWA/REMOTE 2001–Present

Lead creative, digital strategy, UX, content architecture, design direction, and client-facing project leadership for a senior-led web and digital agency serving municipalities, member organizations, utilities, education technology companies, professional services firms, tourism organizations, and small to mid-sized businesses.

Direct full website builds, brand refreshes, marketing collateral, lead-generation campaigns, reports, digital guides, proposals, and content systems. Translate organizational goals into clear digital experiences that improve usability, credibility, conversion, and stakeholder understanding.

Selected Contributions

- Led creative strategy, UX, information architecture, content direction, and visual design for client websites across utilities, municipal-adjacent organizations, chambers/BIAs, education technology, tourism, and professional services.
- Designed and developed digital and print communications including reports, guides, logos, landing pages, website modules, proposals, campaign assets, and presentation materials.
- Directed end-to-end website redesigns from discovery through launch, including stakeholder interviews, content audits, sitemap planning, wireframe direction, page design, copywriting, SEO structure, and production handoff.
- Built strong client relationships by making complex digital, creative, and technical decisions understandable for non-technical leaders, boards, committees, and internal teams.
- Led cross-functional collaboration with programmers, designers, writers, SEO specialists, and client-side decision makers.

705.445.5051
michele@ecrew.ca
REMOTE
OTTAWA

Collaborative spirit
with a creative edge.
Big picture thinker,
detail lover,
energizing to work
with.



Michele Mauviel

Project Manager - UI Designer - Client Onboarding Strategist

MYSIS SOLUTIONS LTD VICTORIA, BC/REMOTE 2023–Present

Lead UI planning, onboarding strategy, documentation, content development, and product communications for an enterprise Student Information System serving post-secondary education clients. Translate complex administrative workflows into clearer interfaces, support materials, website content, and client-facing implementation resources.

Selected Contributions

- Designed and refined enterprise SIS interface screens and user-facing workflows.
- Created help documentation and training videos, onboarding materials, and client-facing content to support implementation and reduce training dependency.
- Facilitated discovery with senior client stakeholders including operations, IT, admissions, finance and administrative teams.
- Translated complex system workflows into clear, structured support content for administrators and end-users.
- Developed marketing and product messaging, redesigned the website and wrote sales proposals.

Founder - Creative Director - Producer

PIPERLIME PRODUCTIONS / PIPERLIME STUDIO OTTAWA/REMOTE 2024–Present

Founded a boutique creative studio focused on branded video, narrative storytelling, podcast development, creative direction, and promotional content for organizations, artists, businesses, and community-facing initiatives.

Lead concept development, visual direction, messaging, production planning, social content strategy, and digital publishing systems. Create and direct visual storytelling assets that help people and organizations communicate identity, purpose, transition, and impact.

Selected Contributions

- Developed the creative positioning and visual/content direction for Piperlime Studio and its podcast platform.
- Directed podcast branding, content design, production packaging, social media systems and promotional campaign assets.
- Led video proposal development for community, arts, and tourism initiatives.
- Created narrative frameworks for artists, business owners, and community organizations to communicate their work with depth and clarity.
- Designed repeatable content systems for multi-platform publishing.

705.445.5051
michele@ecrew.ca
OTTAWA
REMOTE



Michele Mauviel

705.445.5051
michele@ecrew.ca
OTTAWA
REMOTE

TECHNICAL PROFICIENCIES

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro
WordPress, Elementor, Divi, HTML/CSS
Microsoft Office: Teams, Word, Excel, Powerpoint
Canva, Adobe Express, Sketch, InVision
Google Workspace
Social media publishing workflows
Podcast/video publishing platforms

SELECTED WORK

Portfolio available at: ecrew.ca/michele-mauviel-creative-direction
Includes selected brand systems, website design, UI design, guides, campaign assets, social media creative, podcast/video packaging and publication design.

EDUCATION

Honours Diploma – Marketing & Business Administration
Sheridan College, Brampton ON

LANGUAGES

Fluent in English and French