



# Jenny Wilson

MULTIMEDIA DESIGNER

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## Profile

A second-year student in Algonquin College's Interactive Media Design program with a strong foundation in multimedia content creation and a deep passion for user-centric design. Equipped with two years of hands-on experience in producing a wide range of creative assets and committed to staying at the forefront of emerging design trends and technologies through continuous learning and self-improvement.

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## Related Experience

### Project Officer, Natural Resources Canada May 2023 – Present | Ottawa, ON

Advance the web presence of GEO.ca and the Atlas of Canada by creating engaging, user-friendly content.

Key responsibilities include:

- Create mock-ups for the Atlas of Canada website home page,
  - Create mock-ups for GEO.ca web pages,
  - Create User Journeys for social media video content,
  - Create infographics and placemats for internal & external audiences,
  - Film and edit videos for marketing, conferences, etc., and
  - Participate in User Experience testing and focus groups.
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## Experience

### **Hairstylist, Hair by Adamo**

2018 – 2022 | Ottawa, ON

- Greet clients, and provide professional consultation based on scheduled service(s),
- Provide suggestions/information about maintenance, hair health, lifestyle, cost, etc.,
- Provide appropriate color/cutting/styling services; ensure work efficiently to stay on time with the schedule, and
- Finish services with preferred style, pre-booking clients' next appointment, setting aside products they intend to purchase, and finally bring the client to the front desk to cash out.

### **Administrative Support, L'Oreal Professionnel**

2017 – 2018 | Toronto, ON

- Set up classrooms for education sessions,
- Pack and ship tools/products for artists' classes, and
- Inventory of all products/organize product rooms.

### **Hairstylist Apprentice, UNTITLED by Flaunt Boutique**

2016 – 2018 | Toronto, ON

- Greet clients and drape/prepare them for service(s),
  - Measuring and mixing of color/ assisting stylists with the application,
  - Assisting with toners and/or conditioning treatments
  - Ensuring stylists' stations are swept, tidy, and ready for the next client, and
  - General daily cleaning/maintenance of the salon.
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## **Skills**

### **Software Proficiencies**

- Adobe CC: Premiere Pro, Audition, After Effects, Illustrator, Photoshop, XD, InDesign, Lightroom Classic,
- VS Code, Git & GitHub,
- WordPress, Drupal, Shopify, MySQL, MAMP,
- Microsoft Office, and
- Figma, FigJam, Miro, Basecamp.

### **Creative Skills**

- Design digital graphics including placemats, social media posts, infographics, and postcards,
- Film and edit video content, creating audio from foley sound,
- Research and design options for style guides that are on-brand, and
- Design wireframes and create prototypes for testing.

### **Organizational Skills**

- Create project timelines with detailed tasks to keep track of progress and dates,
- Utilize software tools to connect team members to projects and communicate, and
- Prioritize tasks and set SMART goals.

### **Additional Skills**

- Excellent attention to detail,
  - Ability to focus, problem-solve, and work under extreme pressure while maintaining a positive attitude,
  - Excellent communication skills, and
  - Passionate about learning; always excited to further my education and broaden my skill set.
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## Education

### Interactive Media Design, Algonquin College 2021 - 2023 | Ottawa, ON

- Complete both individual and collaborative interactive media projects effectively,
- Use best practices and tools to design and develop dynamic, rich-media content,
- Contribute to the assessment of the requirements of an interactive media project,
- Contribute to the development, budgeting, planning, and professional presentation of an interactive media project,
- Design a media project (interface, navigation, graphics, text treatment) using current best practice design and development principles, and applying conceptual and theoretical frameworks,
- Build effective and dynamic websites and/or mobile applications,
- Identify and analyze ethical and professional issues arising in an online environment,
- Apply research and conceptual skills to propose possible solutions for mobile/multimedia/web development problems,
- Use creative and critical thinking techniques in the effective design, development, and implementation of an interactive media project,
- Contribute to the assessment of the financial, technical, and artistic success of an interactive media project, and
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment, and environmental stewardship.

## Hairstylist 332A, George Brown College

2016 - 2018 | Toronto, ON

- Greet clients, and provide professional consultation based on scheduled service(s),
  - Provide suggestions/information about maintenance, hair health, lifestyle, cost, etc.,
  - Provide appropriate color/cutting/styling services; ensure work efficiently to stay on time with the schedule, and
  - Finish services with preferred style, pre-booking clients' next appointment, setting aside products they intend to purchase, and finally bring the client to the front desk to cash out.
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## Professional Development

### Canada School of Public Service Courses

- Exploring the Relationship Between UI/UX Design (DDN227),
  - Introduction to Human-Centred Design (DDN207),
  - Building a Culture of Design Thinking (DDN225),
  - The Design Process: Understanding the Problem (DDN237),
  - Design Thinking for Innovation: Stakeholder Engagement (TRN237),
  - Achieving Customer-Centric Design with User Personas (DDN228),
  - Spotlight on ACCESSibility Micro-Learning Series: Programs and Services (INC1-V34), and
  - Verb Form and Vocabulary Acquisition Exercises in French as a Second Language (FON406).
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## Volunteer Experience

### Fire Warden

Natural Resources Canada | July 2023 - Present | Ottawa, ON

### Complementary Educational Video

Gees Bees | June 2023 | Ottawa, ON

### Christmas Eve Benefit

Hair by Adamo | December 2020 | Ottawa, ON

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## Certifications & Accolades

### Canada School of Public Service Certificates

- Amplifying Indigenous Voices to Advance Reconciliation (IRAE19),
  - Introduction to Gender-based Analysis Plus (GBA Plus) (INC101), and
  - Portable Fire Extinguishers (WMT105).
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## Hobbies

Bicycling, Skiing, True Crime, Painting, Drawing, Baking, Reading, Writing

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## References

Kenneth Warner - Part-Time Professor, Interactive Media Design Algonquin College | School of Media & Design | warnerk@algonquincollege.com

Rob Kingsbury - Professor/Coordinator, Interactive Media Design Algonquin College | School of Media & Design | kingsbr@algonquincollege.com

Katelyn Hamilton - Manager, Hair by Adamo | 613-293-1299 | katelyn.hamilton09@gmail.com

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