

JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER & COMMUNICATIONS SPECIALIST

CONTACT

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PROFILE SUMMARY

Multimedia Designer and Communications Specialist with experience in graphic design, user-centric web design, responsive front-end development, and strategic planning. Skilled at transforming complex information into engaging, accessible content while collaborating with cross-functional teams to deliver consistent and effective communications.

EDUCATION

- 2021 - 2023**
ALGONQUIN COLLEGE
Interactive Media Design
• CGPA: 3.92 / 4.0
- 2016 - 2018**
GEORGE BROWN COLLEGE
332A Hairstylist

PROFESSIONAL EXPERIENCE

NATURAL RESOURCES CANADA

May 2023 - April 2025

Project Officer

Served as in-house graphic designer and communications co-lead for the Canada Centre for Mapping and Earth Observation (CCMEO), contributing to creative direction, web and UX design, and multi-platform engagement initiatives:

- Created web banners, social media campaigns, public-facing articles, demo videos, and conference materials, increasing external engagement by 20%.
- Designed internal newsletters, slide decks, announcements, and educational booklets, strengthening cross-divisional alignment and Indigenous community engagement.
- Designed map legends, advised on typography and colour, and assessed accessibility, ensuring printed Atlas of Canada maps were engaging, clear, and inclusive.
- Contributed to the redesigns of the Atlas of Canada and GEO.ca platforms by conducting user research and improving information architecture, usability, visual design, and accessibility, resulting in more intuitive navigation and higher user satisfaction.
- Co-led development of GEO.ca and CCMEO style guides, creating a consistent and unified look and feel for each across digital and print platforms.
- Led GEO.ca's first Community space, acquiring visual assets, iterating on stakeholder feedback, and coordinating launch campaign, boosting site visits, dataset downloads, and contributor engagement.
- Co-led 2024 Geography Awareness Week event, managing activities, materials, and visuals, doubling engagement and informing future event planning.

CORE SKILLS

VISUAL DESIGN & UX

- Adobe CC, Canva, Figma

WEB & CMS

- Basic HTML, CSS, JS, WordPress

PRODUCTIVITY & COLLABORATION

- GitHub, Slack, M365, Trello

AWARDS

2023 - 2024

CCMEO MERIT AWARD

GEO.ca: Canada's Open Geospatial Information

2021 - 2023

ALGONQUIN COLLEGE

Dean's Honours List