

JENNY WILSON-SEWELL

D I G I T A L E X P E R I E N C E D E S I G N E R

CONTACT

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PROFILE SUMMARY

Digital Experience Designer specializing in graphic design, user-centric web design, responsive front-end development, and web writing. Experienced in collaborating with cross-functional teams and supporting creative direction to deliver inclusive digital experiences. Seeking opportunities to contribute user-focused design and content to forward-thinking organizations.

EDUCATION

INTERACTIVE MEDIA DESIGN | 2023

Algonquin College, Ottawa, ON

- CGPA: 3.92 / 4.0

WRITING FOR THE WEB | 2023

Eliquo Training, Ottawa, ON

332A HAIRSTYLIST | 2018

George Brown College, Toronto, ON

PROFESSIONAL EXPERIENCE

NATURAL RESOURCES CANADA | Ottawa, ON

Canada Centre for Mapping and Earth Observation (CCMEO)

PROJECT OFFICER | April 2024 – May 2025

- Designed creative assets for Atlas of Canada products and GEO.ca initiatives, improving visual identity and audience engagement.
- Contributed to the redesigns of the Atlas of Canada and GEO.ca platforms by refining visual design and auditing content, enhancing usability, accessibility, and overall user satisfaction.
- Led the development and launch of GEO.ca's first Community space by managing content and coordinating campaign rollout, increasing dataset downloads and site visits.
- Created articles, demo videos, event collateral, and web/social content, significantly increasing CCMEO external engagement.

JUNIOR PROJECT OFFICER | Dec 2023 – April 2024

- Contributed to style guide creation for CCMEO and GEO.ca, strengthening visual identity and ensuring consistency across digital and print platforms.
- Co-led 2024 Geography Awareness Week event planning and designed promotional materials, doubling engagement from 2023.
- Managed newsletters, announcements, and the CCMEO Communications channel, streamlining internal communication.

PROJECT ASSISTANT (CO-OP) | May 2023 – Dec 2023

- Collaborated with cross-functional teams to plan, curate, and optimize scientific content for GEO.ca, ensuring relevant information reached the Canadian public.
- Updated GEO.ca content in WordPress, maintaining accuracy, clarity, and accessibility.
- Translated complex information into plain-language copy, improving comprehension and engagement for diverse audiences.

AWARDS

CCMEO MERIT AWARD | 2023 – 2024

Natural Resources Canada, Strategic Policy & Innovation Sector

DEAN'S HONOURS LIST | 2021 – 2023

Algonquin College