

JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER

CONTACT

- +1(905) 392-7395
- jennywilsondesigns@gmail.com
- Ottawa, Ontario
- www.jennywilsondesigns.com

PROFILE SUMMARY

Multimedia Designer with two years of experience creating communications materials for diverse audiences. Contributed to the website redesigns of geo.ca and atlas.gc.ca, with a focus on enhancing usability and accessibility. Demonstrated ability to strengthen online presence and engagement for government initiatives, with expertise in graphic design, UX design, copywriting, and strategic communications.

EDUCATION

2021 - 2023

ALGONQUIN COLLEGE

- Interactive Media Design
- CGPA: 3.92 / 4.0
- Dean's Honours List

2016 - 2018

GEORGE BROWN COLLEGE

- 332A Hairstylist

PROFESSIONAL EXPERIENCE

Natural Resources Canada

May 2023 - April 2025

Project Officer

Responsible for curating web content as a member of the Web Advisory Committee and the Canadian Council on Geomatics Task Team, and for supporting website redesigns and creating communications materials for the Canada Centre for Mapping and Earth Observation (CCMEO):

- Create custom assets, including graphic identifiers, web banners, videos, posters, decks, and virtual kiosks for CCMEO initiatives
- Research and curate web content for geo.ca [Permafrost Community](#), engage with stakeholders, and seek approvals
- Assist with creative direction and produce materials for the Atlas of Canada web platform and printed maps
- Collaborate with cross-functional teams to develop engaging articles, social media posts, and newsletters
- Track and analyze KPIs, supporting the development of strategic planning and project charters
- Assist with updating web content, tracking issues via GitHub

SKILLS

- Adobe Creative Suite
- WordPress, HTML/CSS, GitHub
- Microsoft Office, SharePoint
- Google Analytics, Hootsuite

REFERENCES

G. Sean Hanna

Lead Cartographer, Natural Resources Canada

sean.hanna@nrcan-rncan.gc.ca

Andrea Merry

Geomatics Specialist, Natural Resources Canada

andrea.merry@nrcan-rncan.gc.ca

CORE ACCOMPLISHMENTS

- Increased external engagement by 20% through the design of targeted public outreach materials
- Collaborated on improving user experience on the Atlas of Canada and GEO.ca platforms through research and updates to information architecture, interaction design, and visual design
- Streamlined internal communications by managing multiple channels and aligning messaging across divisions