

JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER / DIGITAL COMMUNICATIONS SPECIALIST

CONTACT

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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

CORE SKILLS

Visual Design

- Adobe CC, Canva, Figma

Web & CMS

- HTML/CSS, WordPress

Digital Marketing

- Google Analytics, Hootsuite

RELATED 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
- Collaborate with cross-functional teams to develop engaging articles, social media posts, and newsletters
- Curate all content for the [Permafrost Community](#) on geo.ca, iterating and optimizing based on stakeholder feedback
- Update web content, and track and resolve issues via GitHub
- Assist with creative direction and produce materials for the Atlas of Canada web platform and printed maps
- Track and analyze KPIs, supporting the development of strategic planning and project charters

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

- Led the development of the first Community space on geo.ca, engaging with provincial and territorial stakeholders
- Increased external engagement by 20% through the creation of targeted public outreach materials
- Contributed to improving the user experience of the Atlas of Canada and geo.ca platforms through POR and updates to information architecture, interaction design, and visual design
- Streamlined internal communications by managing multiple channels and aligning messaging across divisions