

JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER & COMMUNICATIONS SPECIALIST

CONTACT

- Ottawa, Ontario
- jennywilsondesigns@gmail.com
- www.jennywilsondesigns.com
- www.linkedin.com/in/jenny-wilson-sewell

PROFILE SUMMARY

Multimedia Designer with experience creating high-quality digital and print visuals, including web content, social media graphics, presentations, and event collateral. Skilled at turning complex subject matter into engaging, user-focused content and collaborating with cross-functional teams to deliver consistent and effective communications materials.

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 design, web content, 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.
- 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.
- Contributed to the redesign of the Atlas of Canada platform, conducting user research, refining information architecture, and enhancing content, usability, and accessibility, resulting in improved user satisfaction and more intuitive site navigation.
- Co-led 2024 Geography Awareness Week event, managing activities, materials, and visuals, doubling engagement and informing future event planning.

CORE SKILLS

VISUAL DESIGN

- Adobe CC, Canva, Figma

WEB & CMS

- WordPress, basic HTML, CSS, JS

PRODUCTIVITY & COLLABORATION

- Microsoft Office, M365, Trello

AWARDS

2023 - 2024

CCMEO MERIT AWARD

GEO.ca: Canada's Open Geospatial Information

2021 - 2023

ALGONQUIN COLLEGE

Dean's Honours List