

# JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER & COMMUNICATIONS SPECIALIST

## CONTACT

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## EDUCATION

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

## 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

## 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.

## RELATED EXPERIENCE

- NATURAL RESOURCES CANADA** May 2023 - April 2025  
Project Officer

Serve as in-house graphic designer and communications co-lead for the Canada Centre for Mapping and Earth Observation (CCMEO), overseeing creative design, web content, and multi-platform engagement initiatives:

- Create custom digital and print materials, including vector graphics, web banners, videos, booklets, posters, roll-ups, etc.
- Contribute to creative direction and design content for the Atlas of Canada printed maps
- Produce engaging articles, newsletters, and social media campaigns in collaboration with cross-functional teams
- Curate and manage content for the Permafrost Community on GEO.ca, iterating based on stakeholder feedback
- Support website redesign efforts through content audits, UX recommendations, and stakeholder collaboration
- Maintain WordPress content and manage issues through GitHub
- Track and analyze campaign KPIs to inform future strategic planning and project charter development

## CORE ACCOMPLISHMENTS

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