JENNY WILSON-SEWELL
MULTIMEDIA DESIGNER

CONTACT

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- 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

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

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
- Curate all content for the Permafrost Community on geo.ca, iterating based on stakeholder feedback
- 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

CORE ACCOMPLISHMENTS

- Lead the development for the first Community 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 user research and updates to information architecture, interaction design, and visual design
- Streamlined internal communications by managing multiple channels and aligning messaging across divisions