

# JENNY WILSON-SEWELL

## DIGITAL EXPERIENCE DESIGNER

### CONTACT

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### PROFILE SUMMARY

Digital Experience Designer specializing in graphic design, user-centric web design, responsive front-end development, and web writing. Experienced in collaborating with cross-functional teams and supporting creative direction to deliver inclusive digital experiences. Seeking opportunities to contribute user-focused design and content to forward-thinking organizations.

### EDUCATION

**INTERACTIVE MEDIA DESIGN** | 2023  
Algonquin College, Ottawa, ON  
• CGPA: 3.92 / 4.0

**WRITING FOR THE WEB** | 2023  
Eliquo Training, Ottawa, ON

**332A HAIRSTYLIST** | 2018  
George Brown College, Toronto, ON

### CORE SKILLS

#### VISUAL DESIGN & UX

- Adobe CC, Canva, Figma, Miro

#### WEB & CMS

- Basic HTML, CSS, JS, WordPress

#### PRODUCTIVITY & COLLABORATION

- M365, GitHub, Slack, Trello

### AWARDS

**CCMEO MERIT AWARD** | 2023 – 2024  
Natural Resources Canada, Strategic Policy & Innovation Sector

**DEAN'S HONOURS LIST** | 2021 – 2023  
Algonquin College

### PROFESSIONAL EXPERIENCE

**NATURAL RESOURCES CANADA** | Ottawa, ON  
Canada Centre for Mapping and Earth Observation (CCMEO)

#### PROJECT OFFICER | April 2024 – May 2025

- Designed creative assets for Atlas of Canada products and GEO.ca initiatives, improving visual identity and audience engagement.
- Contributed to the redesigns of the Atlas of Canada and GEO.ca platforms by refining visual design and auditing content, enhancing usability, accessibility, and overall user satisfaction.
- Led the development and launch of GEO.ca's first Community space by managing content and coordinating campaign rollout, increasing dataset downloads and site visits.
- Created articles, demo videos, event collateral, and web/social content, significantly increasing CCMEO external engagement.

#### JUNIOR PROJECT OFFICER | Dec 2023 – April 2024

- Contributed to style guide creation for CCMEO and GEO.ca, strengthening visual identity and ensuring consistency across digital and print platforms.
- Co-led 2024 Geography Awareness Week event planning and designed promotional materials, doubling engagement from 2023.
- Managed newsletters, announcements, and the CCMEO Communications channel, streamlining internal communication.

#### PROJECT ASSISTANT (CO-OP) | May 2023 – Dec 2023

- Collaborated with cross-functional teams to plan, curate, and optimize scientific content for GEO.ca, ensuring relevant information reached the Canadian public.
- Updated GEO.ca content in WordPress, maintaining accuracy, clarity, and accessibility.
- Translated complex information into plain-language copy, improving comprehension and engagement for diverse audiences.