

JENNY WILSON-SEWELL

MULTIMEDIA DESIGNER & COMMUNICATIONS SPECIALIST

CONTACT

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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

CORE SKILLS

VISUAL DESIGN

- Adobe CC, Canva, Figma

WEB & CMS

- WordPress, basic HTML, CSS, JS

PRODUCTIVITY & COLLABORATION

- Microsoft Office, M365, Trello

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 (CCMEQ), 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

AWARDS

2023 - 2024
CCMEQ MERIT AWARD
GEO.ca: Canada's Open Geospatial Information

2021 - 2023
ALGONQUIN COLLEGE
Dean's Honours List

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