

JENNY WILSON-SEWELL

DIGITAL EXPERIENCE DESIGNER

CONTACT

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PROFILE SUMMARY

Digital Experience Designer with expertise in user-centric web design, responsive front-end development, graphic design, and strategic planning. Experienced in turning complex information into engaging and accessible content while collaborating with cross-functional teams to deliver cohesive and effective digital solutions.

EDUCATION

2021 - 2023
ALGONQUIN COLLEGE

Interactive Media Design

- CGPA: 3.92 / 4.0

2016 - 2018
GEORGE BROWN COLLEGE

332A Hairstylist

CORE SKILLS

VISUAL DESIGN & UX

- Adobe CC, Canva, Figma

WEB & CMS

- Basic HTML, CSS, JS, WordPress

PRODUCTIVITY & COLLABORATION

- GitHub, Slack, M365, Trello

AWARDS

2023 - 2024
CCMEO MERIT AWARD

GEO.ca: Canada's Open Geospatial Information

2021 - 2023
ALGONQUIN COLLEGE

Dean's Honours List

PROFESSIONAL EXPERIENCE

NATURAL RESOURCES CANADA

May 2023 - April 2025

Project Officer

Served as in-house multimedia designer and communications co-lead for the Canada Centre for Mapping and Earth Observation (CCMEO), contributing to UX and web design, creative direction, and multi-platform engagement initiatives:

- Contributed to the redesigns of the Atlas of Canada and GEO.ca platforms by conducting user research and enhancing navigation, information architecture, visual design, and accessibility, resulting in more intuitive navigation and higher user satisfaction.
- 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.
- 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.
- Co-led 2024 Geography Awareness Week event, managing activities, materials, and visuals, doubling engagement and informing future event planning.