



Jenny Wilson

UX / WEB DESIGNER

Profile

A recent graduate of Algonquin College's Interactive Media Design program, bringing three years of hands-on experience in crafting intuitive and visually compelling multimedia content. Excelling in integrating user-centric principles with creative design solutions to achieve seamless digital experiences. Experienced in collaborating with cross-functional teams and stakeholders, ensuring alignment with business objectives and client expectations.

Related Experience

Project Officer, Natural Resources Canada

May 2023 – Present | Ottawa, ON

Advance the integrated web presence of the Canada Centre for Mapping and Earth Observation by creating engaging, user-friendly content.

Key responsibilities include:

- Participate in user research for website redesigns,
 - Create mock-ups and user journeys for GEO.ca and The Atlas of Canada,
 - Curate web content and QA/QC for accessibility and readability,
 - Add new web content to GEO.ca via WordPress and log issues in GitHub, and
 - Design digital and print communications materials for internal & external audiences.
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Experience

Hairstylist, Hair by Adamo

2018 – 2022 | Ottawa, ON

- Greet clients, and provide professional consultation based on scheduled service(s),
- Provide suggestions/information about maintenance, hair health, lifestyle, cost, etc.,
- Provide appropriate color/cutting/styling services; ensure work efficiently to stay on time with the schedule, and
- Finish services with preferred style, pre-booking clients' next appointment, setting aside products they intend to purchase, and bringing the client to the front desk to cash out.

Administrative Support, L'Oreal Professionnel

2017 – 2018 | Toronto, ON

- Set up classrooms for education sessions,
- Pack and ship tools/products for artists' classes, and
- Inventory of all products/organize product rooms.

Hairstylist Apprentice, UNTITLED by Flaunt Boutique

2016 – 2018 | Toronto, ON

- Greet clients and drape/prepare them for service(s),
 - Measuring and mixing of color/ assisting stylists with the application,
 - Assisting with toners and conditioning treatments
 - Ensuring stylists' stations are swept, tidy, and ready for the next client, and
 - General daily cleaning/maintenance of the salon.
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Skills

Software Proficiencies

- Adobe CC: Premiere Pro, Audition, After Effects, Illustrator, Photoshop, XD, InDesign, Lightroom Classic,
- VS Code, Git, and GitHub,
- WordPress, Drupal, Shopify, MySQL, MAMP,
- Microsoft Office, and
- Figma, FigJam, Miro, Basecamp.

Creative Skills

- Curate written and graphic content for web environments,
- Plan information architecture around content hierarchy,
- Incorporate user-centric design with creative design principles,
- Create mockups, wireframes, and prototypes, and
- Design digital and print graphics including placemats, infographics, postcards, posters, banners, and videos.

Organizational Skills

- Create project timelines with detailed tasks to keep track of progress and dates,
- Utilize software tools to connect team members to projects and communicate, and
- Prioritize tasks and set SMART goals.

Additional Skills

- Excellent attention to detail,
 - Ability to focus, problem-solve, and work under extreme pressure while maintaining a positive attitude,
 - Excellent communication skills, and
 - Passionate about learning; always excited to further my education and broaden my skill set.
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Education

Interactive Media Design, Algonquin College

2021 - 2023 | Ottawa, ON

- Complete both individual and collaborative interactive media projects effectively,
- Use best practices and tools to design and develop dynamic, rich-media content,
- Contribute to the assessment of the requirements of an interactive media project,
- Contribute to the development, budgeting, planning, and professional presentation of an interactive media project,
- Design a media project (interface, navigation, graphics, text treatment) using current best practice design and development principles, and applying conceptual and theoretical frameworks,
- Build effective and dynamic websites and mobile applications,
- Identify and analyze ethical and professional issues arising in an online environment,
- Apply research and conceptual skills to propose possible solutions for mobile/multimedia/web development problems,
- Use creative and critical thinking techniques in the effective design, development, and implementation of an interactive media project,
- Contribute to the assessment of the financial, technical, and artistic success of an interactive media project, and
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment, and environmental stewardship.

Hairstylist 332A, George Brown College

2016 - 2018 | Toronto, ON

- Greet clients, and provide professional consultation based on scheduled service(s),
 - Provide suggestions/information about maintenance, hair health, lifestyle, cost, etc.,
 - Provide appropriate color/cutting/styling services; ensure work efficiently to stay on time with the schedule, and
 - Finish services with preferred style, pre-booking clients' next appointment, setting aside products they intend to purchase, and finally bring the client to the front desk to cash out.
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Professional Development

Canada School of Public Service Courses

- Exploring the Relationship Between UI/UX Design (DDN227),
 - Introduction to Human-Centered Design (DDN207),
 - Building a Culture of Design Thinking (DDN225),
 - The Design Process: Understanding the Problem (DDN237),
 - Design Thinking for Innovation: Stakeholder Engagement (TRN237),
 - Achieving Customer-Centric Design with User Personas (DDN228),
 - Spotlight on ACCESSibility Micro-Learning Series: Programs and Services (INC1-V34), and
 - Verb Form and Vocabulary Acquisition Exercises in French as a Second Language (FON406).
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Volunteer Experience

Fire Warden

Natural Resources Canada | July 2023 - Present | Ottawa, ON

Complementary Educational Video

Gees Bees | June 2023 | Ottawa, ON

Christmas Eve Benefit

Hair by Adamo | December 2020 | Ottawa, ON

Certifications & Accolades

Canada School of Public Service Certificates

- Amplifying Indigenous Voices to Advance Reconciliation (IRAE19),
 - Introduction to Gender-based Analysis Plus (GBA Plus) (INC101), and
 - Portable Fire Extinguishers (WMT105).
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Hobbies

Dragon Boating, Bicycling, Skiing, Painting, True Crime

References

Kenneth Warner - Part-Time Professor, Interactive Media Design Algonquin College | School of Media & Design | warnerk@algonquincollege.com

Rob Kingsbury - Professor/Coordinator, Interactive Media Design Algonquin College | School of Media & Design | kingsbr@algonquincollege.com

Additional references available upon request
