

Jennifer Yu

Graphic Web Designer

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📍 Potsdam, NY 13676

Online Portfolio

www.bluewebnodes.com/files/portfolioJYG.pdf

Employment

The Arc Jefferson - St. Lawrence, Canton, NY
Department: Community Relations

Graphic Web Designer

- Websites installation, hosting, design, configuration, updating, maintenance, development, and troubleshooting.
- Data analytics with Google Suite, Facebook, and other social media tools.
- Graphic design: Logo, ad, brochure, poster, flyer, and other print design. Photo editing.
- Print design and marketing. Work with business and print companies.
- Adhere to brand standards and support the overall web strategy.

March 2015- December 2024

Education

Clarkson University, Potsdam, NY

Master of Electrical Computer Engineering

GPA: 3.83 | 4.00 August 2007 - May 2009

St. Louis Community College, St. Louis, MO

GPA: 4.00 | 4.00 August 2002 - August 2003

Xi'an Jiaotong University, Xi'an, China

Bachelor of Thermal Engineering

Minor: Computer Science July 1992 - July 1996

References

Professional references are available on request.

Skills & Experience

- Strong eye for visual and UI/UX design. Expert in Adobe Creative Clouds, especially **Adobe InDesign**, **Illustrator**, **Photoshop**, and Acrobat Pro. Good at Figma.
- Expert in Website **CMS** (Content Management System), such as **Drupal** and **WordPress**, including **custom themes**, **eCommerce** with PCI compliance, SEO promotion, HTML email newsletter, and **ADA/WCAG web accessibility**. Using **Command Line**, Composer, SSH, FTP, and GIT to manage projects. Familiarity with PHP, Apache, and MySQL development environments.
- Breathe HTML and CSS. Excellent in **responsive design**, email design, **HTML5**, **CSS3**, SASS, Bootstrap, icons, and SVG. Good at **JavaScript** (GSAP and AnimeJS, etc.), JSON, AJAX, and jQuery.
- Proficiency in Google Suite (**Google Analytics**, **Google Ads**, Google Business, etc.) and social media tools.
- Strong familiarity with GreenGeeks, Hostgator, GoDaddy, Wix, Weebly, and Bluehost hosting services and website editors.
- Excellent in Microsoft Office (Word, Excel and PowerPoint, etc.), and various Mac OS and MS Windows applications.
- Ability to solve problems creatively and effectively. General business and digital marketing knowledge.

Awards & Certificates

- St. Lawrence Leadership Institute Certificate - SUNY Potsdam June 11, 2020
- jQuery Certificate - A Smarter Way To Learn June 29, 2018
- JavaScript Certificate - A Smarter Way To Learn May 20, 2018
- Graduate School Scholarship - Clarkson University August 2007 - May 2009
- Computer Science Minor Certificate - Xi'an Jiaotong University July 1992 - July 1995
- Department Excellent Student Scholarship - Xi'an Jiaotong University July 1994 - July 1995

CMS Website Design Cases

One World Foundation Website (A brand new coming website.)

February 2024

<https://www.thearcjslc.org/newsite/oneworld/web>. Created with Drupal 10.

Highlights: Custom sub-theme of the Barrio Bootstrap 5 base theme and Spam-off contact form.

The Church on the Park Website

March 2022

<https://www.churchonthepark.org>. Created with Drupal 9 and updated to Drupal 10.

Highlights: Custom size slideshow, YouTube Feed and iCal calendar.

The Arc Jefferson - St. Lawrence Website (The current administrator changed some layout.)

October 2021

<https://www.thearcjslc.org>. Created with Drupal 9 and updated to Drupal 10.

Highlights: Google Analytics, Meta tags for improving SEO, online flipbook, and multiple webforms.

The Arc Jefferson - St. Lawrence Staff Suggestion Box Website

July 2021

<https://www.thearcjslc.org/suggestionbox>. Created with Drupal 9.

Highlights: Only the staff can sign in. Group users import and login system security are essential.

Association of Independent Technological Universities Website

End of 2020

<https://theaitu.com/>. Created with WordPress.

Highlights: Custom theme with a built-in slideshow using Bootstrap, PHP, HTML, and CSS. News feeds.

St. Lawrence County Public Transit Website (The current administrator changed some layout.)

July 2019

<https://www.slcnypublictransit.com>. Created with Drupal 8 and updated to Drupal 9.

Highlights: The logo and main menu are on the big top background. HTML email newsletters.

W8 Restaurant Virtual Line Service Website

July 2022

Paused. Created with WordPress and WooCommerce.

Highlights: E-Commerce. QR code, front-end table, shipping cart, and SMS and email notifications.

Shop The Arc Jefferson - St. Lawrence Website

June 2018 - May 2022

Paused. Built with Drupal Commerce.

Highlights: E-Commerce. PCI Compliance. Full-featured online store system. Privacy policy.

Static Webpages Coded by HTML, CSS, Bootstrap and JavaScript

2024 Subaru Crosstrek Promotion Webpage

January 2025

<https://www.bluewebnodes.com/exercises/subaru>.

Created with HTML, CSS, Bootstrap 3, and Javascript.

Highlights: It is not on any CMS but was coded by hand within a limited time.

Blue Web Nodes Website

December 2019

<https://www.bluewebnodes.com>. Created with Jekyll, HTML, CSS, Bootstrap, and Javascript.

Highlights: Webform with submissions. Blog with comments and an automatic index menu. Jekyll is a static site generator perfect for GitHub-hosted blogs. Free hosting on GitHub, so be it.