Jennifer Yu

✉ jennyublue@gmail.com   ⌨ bluewebnodes.com   📞 315-566-9200   📍 Potsdam, NY or Remote

Work Experience

Web Designer & Manager (Freelancer)
Blue Web Nodes   May 2017 - Present
- Design, develop, and maintain websites and eCommerce as customers request. Work with web hosting services.
- Graphic Design, including social media ads. Animation, motion graphics, and video editing.

Graphic Web Designer (Full-time, On-site)   March 2015 - December 2024
The Arc Jefferson - St. Lawrence, Canton, NY
- Websites installation, hosting, design, management, configuration, updating, maintenance, development, and troubleshooting.
- Integrate the websites with various platforms, such as data analytics, foundation, hiring, and booking.
- Data analytics with Google Suite, Facebook, and other social media tools.
- Graphic design, including logos, ads, brochures, posters, flyers, etc. Photo editing. Print marketing.
- Adhere to brand standards and support the overall web strategy. Educate website users.

Skills

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

Education

Master of Electrical Computer Engineering   August 2007 – May 2009
Clarkson University, Potsdam, NY   GPA: 3.83 | 4.00

Bachelor of Thermal Engineering (Minor: Computer Science)   July 1992 – July 1996
Xi'an Jiaotong University, Xi'an, China

Awards & Certificates

- St. Lawrence Leadership Institute Certificate - SUNY Potsdam   June 11, 2020
- JavaScript and jQuery Certificates - A Smarter Way To Learn   May 20 - June 29, 2018
- Graduate School Scholarship - Clarkson University   August 2007 – May 2009

Online Portfolio	https://www.bluewebnodes.com/files/portfolioJYV.pdf
References	Professional references are available on request.

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CMS Website Design Cases

Sunshine East LLC Website   September 2025

https://www.ampbalancehealth.com. Created with WordPress.

Highlights: A simple website for a small business at a low cost. Use Bootstrap and CSS.

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, fullscreen muilt-slides banner, multiple panels layouts, email newsletter, newsletter subscribe, and spam-off contact form.

W8 Restaurant Virtual Line Service Website (Offline)   July 2022 - October 2025

Business Closed. Created with WordPress and WooCommerce.

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

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 front banner is not my work.)   October 2021

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

Highlights: Google Analytics, Googele Ads, Meta Tags for improving SEO, big cover banner, flip card menu, 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. Membership role and permission, 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 (Offline)   July 2019 - August 2025

Redesigned. Created with Drupal 8 and updated to Drupal 9.

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

Shop The Arc Jefferson - St. Lawrence Website (Offline)   June 2018 - May 2022

Paused. Built with Drupal 7 and Drupal Commerce.

Highlights: eCommerce. Full-featured online store system. PCI Compliance (Payment Card Industry Data Security Standard). Privacy policy draft written by me.

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 directly within a limited time.

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Website Management

- Open Source Website CMS (Content Management System) Such as Drupal and WordPress
- Integrate with Drupal Modules or WordPress Plugins
- Integrate with Google Analytics, Google Ads Conversions, Google Tag Manager, and Google My Business
- Integrate Many Kinds of Platforms, Including Foundation, Job Application, and Booking Engine, with Websites
- Custom Bootstrap Themes and Custom Subthemes
- Custom CSS, SASS and Javascript, Write Code Directly
- SEO Promotion Such as Meta Tags
- ADA/WCAG Web Accessibility
- CMS Maintenance and Optimization
- WooCommerce and Drupal Commerce
- PCI Compliance for Credit Card Payment Security
- Create Multiple User Roles and Assign Permissions to Control Access to System Features and Data
- Use GreenGeeks, Wix, Weebly, and Bluehost Website WordPress Editors and Hosting Services
- Create Website at Local Server, or Online, or Launch the Website Online from Local
- Manage Website by CPanel, FTP, SSH and Putty,
- Manaully Make Website Files and Database Backups

- Website Automatic Backup/Restore
- Update Drupal 8 to Drupal 9, and Drupal 9 to Drupal 10
- Create and Update Drupal Projects by Composer
- Customize the CKEditor and Upgrade to CKEditor 5
- Social Media Such as Facebook, Instagram and Social Media Management Tools
- Use WebP format Images Online, Optimize WebP Images
- Update the Google Analytics Property to Analytics 4 — GA4
- Jekyll for GitHub-hosted Static Website
- Manage Projects by Git
- **Lots of Trouble Shootings**, Including but not Limited to: Analyze errors in error log, command line (Including composer), and browser; Fix breaks from installation and update of CMS core, module, and plugin; Fix MySQL connection issue; Adjust web host PHP setting; Fix main menu navbar-collapse not working issue; Control web image quality; Make webform spam-off; Fix calendar wrong dates; Make CKEditor Customization; Fix CSS style not working due to different browser versions; Fix Google Search pointed to the outdated files issue; Fix errors in the browser: "The website encountered an unexpected error. Please try again later." for many reasons; Contact the web host for their side issues; Refund due to auto-renewal;

Website Features

- Responsive Design for Different Device Screen Size
- Drop-Down Main Menu
- Flip Card Menu
- Big Cover Pictures or Banners, Full-Screen Wide Slideshow, Custom Size Slideshow
- Multiple Panels Layouts
- Email Design, HTML Email Newsletter and News Subscribe
- News Feeds, YouTube Feed, Facebook Page Feed
- Customer Membership System
- Membership Login only Suggestion Box
- Blog
- Image Gallery
- PayPal, Venmo and Square Payment Buttons
- Multi-Page Webform
- Online Contest and Voting Forms
- Spam-Off Contact Webpage

- Spam Contral: Image Captcha, ReCaptcha, Automated Logout, and Antibot
- Block Email Addresses to Submit Webforms
- Calendar with Different Event Catalogs and Upcoming Events, iCal calendar
- Full-Featured Online Store System, Shipping Cart, Credit Card Payment Gateway
- SMS and Email Notifications
- Directly Downloaded Files
- Search Engine with Exposed Filters
- Online Flipbook
- Vector, SVG, and Awesome Font Icons
- Horizontal Scroll Bar
- Count-Down Event
- Front-End Table for Current Information
- QR Code