Jennifer Yu

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📍 408 River Rd., Potsdam, NY 13676

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

Employment

The Arc Jefferson - St. Lawrence
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.
- Print design and marketing. Work with business and print companies.
- Adhere to brand standards and support the overall web strategy.

          March 2015- December 2024

References

Professional references are available on request.

Online Portfolio

bluewebnodes.com/files/portfolioJennYuD.pdf

Skills & Experience

- Expert in Website **CMS** (Content Management System), such as **WordPress** and **Drupal**, 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.

- Strong eye for visual and UI/UX design. Expert in Adobe Creative Clouds, especially **Adobe InDesign**, **Illustrator**, **Photoshop**, and Acrobat Pro. Good at Figma.

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

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Website Features

- Responsive Design for Different Device Screen Size
- Drop-Down Menu
- Flip Card Menu
- Big Cover Pictures or Banners, Full-Screen Wide Slideshow, Custom Size Slideshow
- Multiple Panels Layouts
- Horizontal Scroll Bar
- Calendar with Different Color for Event Catalogs and Upcoming Events
- Count-Down Event
- Email Design, HTML Email Newsletter and News Subscribe
- News Feeds
- Full-Featured Online Store System, Shipping Cart, Credit Card Payment Gateway
- Customer Membership System
- SMS and Email Notifications
- Membership Login only Suggestion Box
- Front-End Table for Current Information
- Multi-Page Webform
- Spam-Off Contact Form
- Online Contest and Voting Forms
- Spam Contral: Image Captcha, ReCaptcha, Automated Logout, and Antibot
- Block Email Addresses to Submit Webforms
- Blog
- Image Gallery
- PayPal Buttons
- Directly Downloaded Files
- Transit Bus Routes and Search Engine with Exposed Filters
- Online Flipbook
- Vector and SVG, Awesome Font Icons
- QR Code
- Facebook Page Plug-in
- Webform with Submissions, Blog with Comments and Automatic Index Menus for GitHub-hosted Static website

Website Management

- Open Source Website CMS (Content Management System) Such as WordPress and Drupal
- Custom Bootstrap Themes and Subthemes
- Custom CSS, SASS and Javascript, Write Code Directly
- CMS Maintenance and Optimization
- SEO Promotion Such as Meta Tags
- WooCommerce
- Drupal Commerce
- PCI Compliance for Credit Card Payment Security
- Integrate with Google Analytics, Google Ads Conversions, and Google Tag Manager
- Update the Google Analytics Property to Google Analytics 4 — GA4
- Google My Business
- Google Search Pointed to the Outdated Files Issue
- Customize the CKEditor and Upgrade to CKEditor 5
- Use WebP format Images Online, Optimize WebP Images
- ADA/WCAG Web Accessibility
- Use GreenGeeks, Wix, Weebly, and Bluehost Website WordPress Editors and Hosting Services
- Manage Website by SSH, FPT and CPanel
- Create Website at Local Server, or Online, or Launch the Website Online from Local
- Create and Update Drupal Projects by Composer
- Update Drupal 8 to Drupal 9, Update Drupal 9 to Drupal 10
- Make File and Database Backups for the Website
- Website Automatic Backup/Restore
- Jekyll for GitHub-hosted Static Website
- Social Media Such as Facebook, Instagram and Social Media Management Tools
- Manage Projects by Git
- Trouble Shootings