

# Jennifer Yu

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💻 [bluewebnodes.com](http://bluewebnodes.com)

☎ 315-566-9200

📍 Potsdam, NY or Remote

## Work Experience

### Graphic Web Designer (Freelancer)

Blue Web Nodes

May 2017 - Present

- Graphic Design, including social media ads. Animation, motion graphics, and video editing.
- Design, develop, and maintain websites and eCommerce as customers request. Work with web hosting services.

### Graphic Web Designer (Full-time, On-site)

March 2015 - December 2024

The Arc Jefferson - St. Lawrence, Canton, NY

- 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.
- 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.

## Skills

- Visual Design: Expert in Adobe Creative Clouds, especially **InDesign**, **Illustrator**, **Photoshop**, and Acrobat Pro.
- Social media Reels: Skills in animation, motion graphics, and video editing.
- UX/UI Design: Breathe HTML and CSS. Write code directly. Excellent in responsive design, **HTML5**, **CSS3**, SASS, Bootstrap, icons, and SVG. Good at **JavaScript** (GSAP and AnimeJS, etc.), JSON, AJAX and jQuery. Experience with Figma.
- Web Design: 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.
- Data Analysis: Proficiency in Google Suite (**Google Analytics**, **Google Ads**, Google Business, etc.) and social media tools.
- Web Hosting: Strong familiarity with GreenGeeks, Hostgator, GoDaddy, Wix, Weebly, and Bluehost hosting services.
- 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
- JavaScript and jQuery Certificates - A Smarter Way To Learn
- Graduate School Scholarship - Clarkson University

June 11, 2020

May 20 - June 29, 2018

August 2007 - May 2009

### Online Portfolio

<https://www.bluewebnodes.com/files/portfolioJYG.pdf>

### References

Professional references are available on request.