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 A Smarter Way To Learn ¡Query Certificate A Smarter Way To Learn JavaScript Certificate Clarkson University Graduate School Scholarship

Xi'an Jiaotong University Computer Science Minor Certificate

Xi'an Jiaotong University Department Excellent Student Scholarship

June 11, 2020

June 29, 2018

May 20, 2018

August 2007 - May 2009

July 1992 - July 1995

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.thearcislc.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.

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 Fmail 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
- OR 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**