

PORTFOLIO

MAXINE LUI

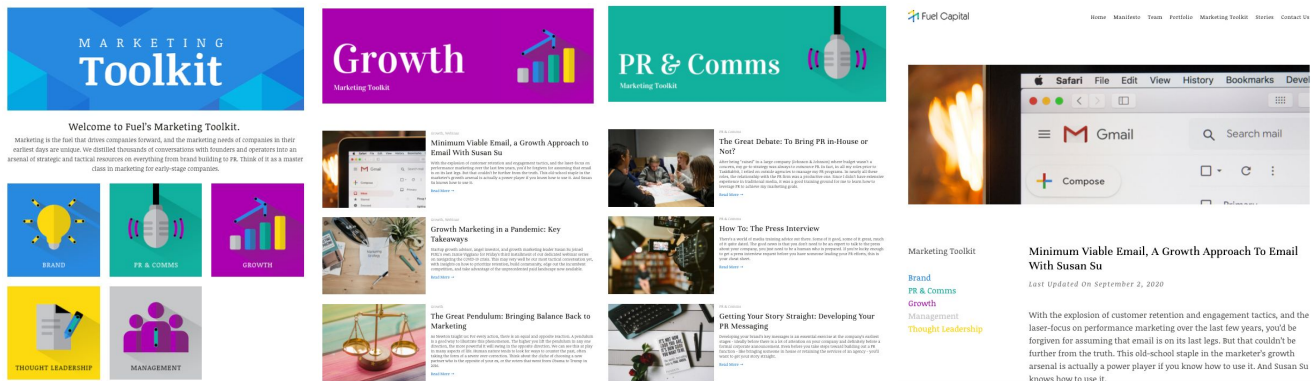
maxinel@andrew.cmu.edu • 1-(669)-204-8949

FUEL CAPITAL WEBSITE

Marketing Toolkit

July 2020

- Redesigned the Marketing Toolkit for Fuel Capital, a venture capital firm based in San Francisco. Worked closely with the Chief Marketing Officer to decide on a design and layout. Then implemented the changes using their Squarespace platform.
- Created custom artwork using Canva and Photoshop.
- Used CSS and JQuery for custom changes, such as creating a Hero Banner, re-routing tag links, and creating a sidebar.



Updates and Changes

October 2020

- Contacted for a second project with Fuel Capital to implement updates for the website. Built a custom subscription footer, displayed dates on blogposts, and removed the pagination for the blogposts. Also created handoff materials to guide their marketing team for future changes.

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Links:

- [Fuel Capital Website](#)
- [My Project Notes and Handoff Guide for the CMO](#)
- [My Walkthrough Video Explaining the Handoff Guide](#)
- [Squarespace Code on Github](#)