

Jennifer Yu

✉ jennyublu@gmail.com

💻 www.bluewebnodes.com

☎ 315-566-9200

📍 Northfield, NJ

Online Portfolio: www.bluewebnodes.com/portfolio

Work Experience

Web Designer & Manager (Freelancer)

Blue Web Nodes, Potsdam, NY

May 2017 - Present

- Website design, development, management, and maintenance as requested by customers. Work with web hosting services.
- Social media ads, including graphic design, animation, motion graphics, and video editing.

Tech Coordinator (Volunteer)

PCS Music Friends, Potsdam, NY

February 2022 - Present

- Websites design, management, and updating. Graphic design. Other technical support, such as email and online bank settings.

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

The Arc Jefferson - St. Lawrence, Canton, NY

March 2015 - December 2024

- 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 (e.g., Google Analytics), 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 and craft clean, hand-written code. Highly skilled in responsive design, email design, HTML5/CSS3, SASS, Bootstrap, icons, and SVG. Solid experience with JavaScript (GSAP, AnimeJS), JSON, AJAX, and jQuery.
- Excellent in Data Analysis. Proficiency in Google Suite (Google Analytics, Google Ads, etc.) and social media tools.
- Proficient in UI/UX design using Figma, with strong visual design skills (typography, color, hierarchy). Advanced experience in Adobe Creative Cloud (InDesign, Illustrator, Photoshop), plus animation, motion graphics, and video editing.
- Strong familiarity with GreenGeeks, Hostgator, GoDaddy, Wix, Weebly, and Bluehost hosting services.
- Excellent in Microsoft Office (Word, Excel, Outlook, 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

Clarkson University, Potsdam, NY

GPA: 3.83 | 4.00

August 2007 - May 2009

Bachelor of Thermal Engineering (Minor: Computer Science)

Xi'an Jiaotong University, Xi'an, China

July 1992 - July 1996

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

CMS Web Projects

One World Foundation Website (A brand new coming website.)

<https://www.thearcjslc.org/newsite/oneworld/web>. Created with Drupal 10.

Highlights: Custom sub-theme of the Barrio Bootstrap 5 base theme, fullscreen mult-slides banner, multiple panels layouts, email newsletter, newsletter subscribe, and spam-off contact form. Responsive design for different device screen size.

The Church on the Park Website

<https://www.churchonthepark.org>. Created with Drupal 9 and updated to Drupal 10.

Highlights: Custom size slideshow, YouTube feed, and iCal calendar. Responsive design.

Association of Independent Technological Universities Website

<https://theaitu.com/>. Created with WordPress.

Highlights: Custom theme with a built-in slideshow using Bootstrap, PHP, HTML, and CSS. News feeds. Responsive design.

Sunshine East LLC Website

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

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

Responsive Web Project using HTML, CSS, Bootstrap, and JavaScript

2024 Subaru Crosstrek Promotion Webpage

<https://www.bluewebnodes.com/projects/subaru>. Created with HTML, CSS, Bootstrap 3, and Javascript.

Highlights: It is not on any CMS but was coded directly within a tight deadline. Responsive design.

Web Management

- Website Backend CMS (Content Management System), including Drupal and WordPress, with Module/Plugin Installation, Updates, Maintenance, and Optimization
- SEO (Search Engine Optimization), such as Meta Tags
- Website Security and Spam Protection
- Full-Featured Online Store System, Credit Card Payment Gateway, PCI Compliance for Credit Card Payment Security
- Frontend Responsive Design, Image & Video Optimization
- Custom Bootstrap Themes and Subthemes
- ADA/WCAG Web Accessibility
- Integrate with Google Analytics, Google Ads Conversions, Google Tag Manager, and Google My Business
- Integrate with Many Kinds of Platforms, including Foundation, Job Application, and Booking Engine
- Social Media, such as Facebook, Instagram, and Social Media Management Tools
- Create Multiple User Roles and Assign Permissions to Control Access to System Features and Data
- Email Design, HTML Email Newsletter and News Subscribe
- News Feeds, YouTube Feed, Facebook Page Feed
- GreenGeeks, Wix, Weebly, and Bluehost Hosting Services
- Create Websites at a Local Server, or Online, Launch Websites Online from Local
- Manage Website by Composer, CPanel, FTP, SSH, and Putty
- Website File & Database Backup and Restore – Manual & Automated
- **Lots of Troubleshootings**, 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; etc.