

Jennifer Yu

Graphic Web Designer

✉ jennyublue@gmail.com

☎ 315-566-9200

📍 Potsdam, NY 13676

Online Portfolio

www.bluewebnodes.com/files/portfolioJYD.pdf

Employment

The Arc Jefferson - St. Lawrence, Canton, NY

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. Photo editing.
- Print design and marketing. Work with business and print companies.
- Adhere to brand standards and support the overall web strategy.

March 2015- December 2024

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

References

Professional references are available on request.

Skills & Experience

- Expert in Website **CMS** (Content Management System), such as and **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 - SUNY Potsdam June 11, 2020
- jQuery Certificate - A Smarter Way To Learn June 29, 2018
- JavaScript Certificate - A Smarter Way To Learn May 20, 2018
- Graduate School Scholarship - Clarkson University August 2007 - May 2009
- Computer Science Minor Certificate - Xi'an Jiaotong University July 1992 - July 1995
- Department Excellent Student Scholarship - Xi'an Jiaotong University 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.
- W8 Restaurant Virtual Line Service Website** July 2022
<https://w8-time.com/>. Created with WordPress and WooCommerce.
Highlights: E-Commerce. QR code, front-end table, shipping cart, and SMS and email notifications.
- 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. HTML email newsletters.
- 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 Control: Image Captcha, ReCaptcha, Automated Logout, and Antibot
- Block Email Addresses to Submit Webforms
- Blog
- Image Gallery
- PayPal, Venmo and Square Buttons
- Directly Downloaded Files
- 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