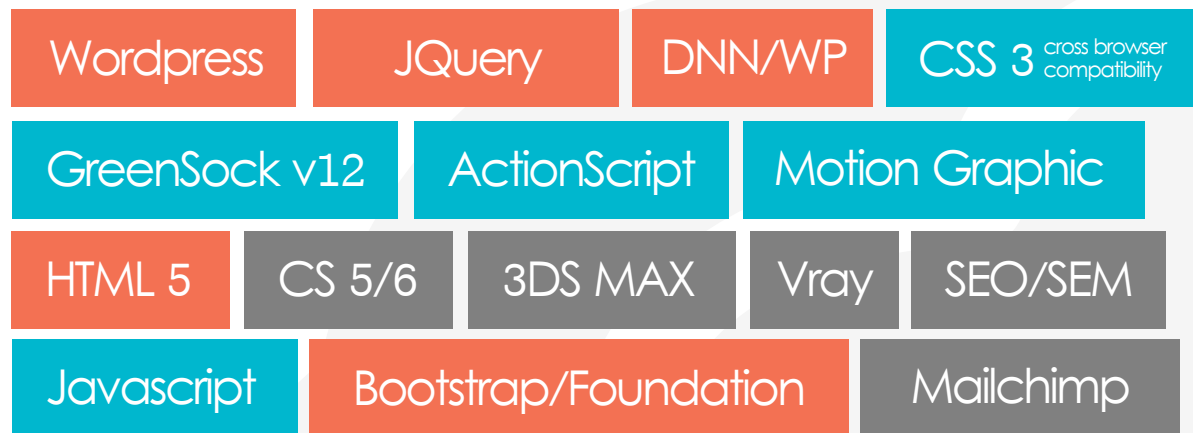


Online Portfolio
www.designsmind.com



HIGHLIGHTS:



FIRST: JI LAST: YU

Language Skills: Fluent in both English & Mandarin

Profile: Motivated designer with over 8 years experience creating various graphics, rich media and websites on time and within budget. Diverse skill set with exceptional skill in web front end/graphic design, Flash/2D animation and photography.

Highly motivated, professional, productive, efficient, creative, technical, and understand the entire design development process. As a lead graphic artist & web UI/UX designer, teams never missed a milestone and consistently operated with focus and efficiency.

E-learning Specialist / UI/UX Designer

Flint Learning Solutions 2017 – present (onsite)

- Design/develop custome learning mouldels
- Video/sound compositing, creating interactive learning assets(instructional animation / info-graphics) for learning module
- Trouble-shooting front-end coding issue to make sure no issues on cross browsers capability
- Interacted with client and worked with various subject matter experts to gather the required inputs, analyse, and design user interface
- Created Storyboards to develop the UI/Front-end
- Developed course ware using tools to train the professionals
- Managed multiple tasks to meet the project milestones
- Coordinated with the team and provide graphic updates on the projects

Senior Web/Graphic Designer/Front-end Developer

Gvovo Corporation Jan 2016 – August 2017 (Onsite contract)

- Front-end and maintaining client websites.

www.toassign.com
www.canadachoiceimmigration.com
www.neokitchen.ca
www.careercamp.ca

- Developing front-end/UI using Bootstrap/Foundation Framework
- Working with other PHP developers based on Yii PHP Framework
- Using TortoiseSVN for version control
- Wordpress sites developing/design Plugins compatibility solving
- Wordpress Theme based re-design
- Branding

Senior Web/Graphic Designer & Social Media Coordinator

Ensil Canada Ltd. Dec 2014 – May 2015 (6 months contract)

Military & Defense contract company

- Designed and maintained websites on a daily basis(Ensil.com).
- Search Engine Optimization (on-site and off-site)
- Theme based modification on company websites(3-4)
- Proficient in eblast set-up and deployment using third party Mail Chimp and Constant Contact.
- Led optimizing the customer contact strategy of email database.
- Planning and defining strategies for a metric system benefits SEO
- Branding company image aggregated and archived the content on website improve organic search results

Side Project:

Galerie-Q Online

Galerie Q is a not for profit, social enterprise where profits generated on an annual basis would be used to fund the activities of not for profit organizations meeting our goals and vision statements.

- Designed and maintained websites based on Joomla
- Customized components and plugins for back-end of Art contest

Senior Web/Graphic Designer & eMarketing Coordinator

Tour East Holidays November 2012 – May 2014 (1 years 7 months)

- Designed and maintained English(B2C) and Chinese websites(B2C) on a daily basis.
- Designed & developed Front-end of TE2U (B2C Booking Engine) .
- Designed airfare and tour email campaigns (B2B & B2C) with more than 20,000 contacts.
- Proficient in eblast set-up and deployment using third party Mail Chimp and Constant Contact.
- Led optimizing the customer contact strategy of email database.
- Proven track record of developing and executing successful email campaign measurement and proficiency in analyzing and interpreting report results.
- Monitored effective new and usage of the corporate websites.
- Managed and developed search engine optimization strategies increased the recognition of the company brand.
- Setup, measure and quantify results of marketing activity by Google Analysis and Ad word.
- Responsible for planning and developing of the following web sites: Tour East Group (DNN) Travelife.ca (DNN)

Micro-Sites:

Forbidden City Winner Contest (Promotion campaign reaching 7,700 contestants)

Copa airlines Winner Contest (Promotion campaign reaching over 8,300 contestants)

ilovejapan Micro-site(Marketing Promotion reaching 12,800 visitors over past three years)

Travelife WIN a black berry Q10 smart phone Contest (Promotion campaign reaching 7,300 contestants)

Motion & Web/Graphic Designer

Young & Rubicam Canada July 2012 – Nov 2012 (6 months fulltime contact)

- Design, execute and upload creative banner for two of Ford Canada's flash websites.
- Design and execute rich media banners(Greensock), standard banners, websites and microsites for other company clients

I created design proposals and present to clients. I design and execute rich media banners, standard banners, websites and microsites for other company clients as well. I art direct other designs through the production process to posting. I update html pages using Dreamweaver and CSS. I take ownership of my projects and love seeing my ideas through to final execution.

Clients:

Fords; Lincoln; Rexall; Advil

Web/Creative Designer

Ytz Management INC May 2011 – May 2012 (1 year)

- Design and hand code website templates, emails and interactive banners/promotions for clients such as Zulily, Dealfind, and many other smaller clients.
- Support the Sales and Marketing teams on a daily basis by responding to Ad creative requests
- Design and build Rich Media advertisements that conform to standards and guidelines
- Assist in the creation and maintenance of internal creative specification documents

Lead Web/Flash Designer

Yesup INC Aug 2009 – Feb 2011 (2 year)

- Lead and co-ordinate multidisciplinary teams/sub-contractors of 3 to 5 to develop web site projects with limited time frame.
- Created websites with capacity and interactivity to create quality custom/template websites that are cross browser friendly, with quick load times and web presence within time lines
- Understand client's business needs, strategies, goals and user requirements; translate customer's vision into web reality, to ensure final product has the look and feel that the customer desires
- Develop web site architecture and determine hardware and software requirements
- Provide training to a diverse client base with non-technical backgrounds
- Produce/negotiate quotes with customers, work within a variety of client's budgets while reducing development/maintenance costs for employer
- Websites with secure e-commerce functionality, site contained map locators, flash intros, and automatic pre-filled electronic forms on site

Education / Training:

1997/06---2000/07 Shanghai Fine Arts University (Shanghai)

- Graphic Design Major (Degree) CHINA

2002/02---2006/09 Seneca College of Applied Arts & Technology (Toronto)

- DMA (Digital Media Arts) (Diploma) CANADA

Self Interests:

Art: Painting, Clay modeling, Wood sculpting, Oil & Acrylic Painting.

Activities: Travels, Camping, Bicycling