

Estella Yu

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Skills

Photoshop	Microsoft Office
InDesign	Word
Illustrator	Excel
After Effects	PowerPoint
Dreamweaver	Windows
HTML/CSS	Mac OSX
JQuery	Drawing
Bootstrap	Sculpture
MailChimp	Painting

Education

DUQUESNE UNIVERSITY AUG. 2012 – MAY 2014
Master of Science in Media Arts and Technology

UNIVERSITY OF PITTSBURGH AUG. 2008 – APR. 2012
Bachelor of Arts in Studio Arts with Chinese minor

LORENZO DE MEDICI SCHOOL – (FLORENCE, ITALY) JUN. 2011
Study abroad: Intermediate Oil Painting and Jewelry Making

Professional Experience

NYC DEPT. OF HEALTH & MENTAL HYGIENE BUREAU OF HIV/AIDS (LIC, NEW YORK) NOV. 2015 – PRESENT
DIGITAL MEDIA COORDINATOR (GRAPHIC ARTIST 1) –

- Oversee continuous updates to the HIV/AIDS webpages on the Department of Health website.
- Interpret statistical reports and data to create and maintain the HIV Care Continuum Dashboard webpages.
- Serve as liaison between bureau Assistant Commissioner and internal Communications office.
- Design templates for PowerPoint presentations and MailChimp e-newsletters.
- Interpret, design and develop the NYC HIV Status Neutral Prevention and Treatment Cycle infographic.
- Conceptualize, initiate, and execute digital and print materials including: logo designs, infographics, illustrations, animations, flyers, invitations, certificates, brochures, and apparel.
- Develop social media graphics and ad copy for Department of Health's Facebook, Twitter, Instagram, and Tumblr accounts to promote bureau campaigns, HIV testing events, World AIDS Day, the RED Ball, and PRIDE.
- Create ads on social media and dating apps for HIV Home Test Giveaway Kit.
- Manage social media for NYC Condoms Facebook.
- Design consultant for other agency programs, including Bureau of STD.
- Design and develop user interface for the NYC Sexual Health Clinic online Patient Portal.
- Design Department of Health float and apparel for NYC Pride Parade 2018.
- Design Department of Health's AIDS Walk apparel.

NYC DEPT. OF HEALTH & MENTAL HYGIENE BUREAU OF HIV/AIDS (LIC, NEW YORK) JAN. 2015 – NOV. 2015
GRAPHIC DESIGN CONSULTANT –

- Coordinate team to restructure and redesign site navigation for the HIV/AIDS webpages on the Department of Health website.
- Create graphics for promoting HIV social media events on NYC Condom Facebook, Department of Health Twitter, Tumblr.
- Design HIV Care Continuum Dashboard interface, which entails interpreting Excel data in graphic form for the Department of Health webpages and in print as PDF.
- Create prototype web designs using Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) and Axure.

FREELANCE WEB & GRAPHIC DESIGNER (ANYWHERE) MAY 2013 – AUG. 2016
FREELANCER –

- Independently design, write HTML/CSS and PHP, build websites and create graphics for clients using Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver).

NYC DEPT. OF HEALTH & MENTAL HYGIENE BUREAU OF BUDGET & REVENUE (LIC, NEW YORK) JUN. 2013 – AUG. 2013, JUL. 2014 – JAN. 2015

COLLEGE AIDE INTERN –

- Review, edit, monitor, evaluate, and submit Medicaid claims for children 1-3 years of age who receive services through the Early Intervention program, which provides a variety of therapeutic and support services to eligible infants and toddlers with disabilities through various community providers.
- Analyze and prepare the Medicaid Cost Report (MCR), which details Medicaid expenses incurred by Department of Health.
- File and record confidential reports detailing services rendered to Medicaid recipients.

WEB COMMUNICATIONS GROUP (PITTSBURGH, PA) SEPT. 2013 – NOV. 2013

GRAPHIC DESIGN INTERN –

- Design graphics, style guide, typography and layout of web sites for clients.
- Research typefaces, stock images, and styling techniques for projects.
- Serve as graphic design consultant along with team lead developer to provide advice on design practices and assisting in presentation of materials to clients.

UNIVERSITY OF PITTSBURGH STUDENT AFFAIRS OFFICE (PITTSBURGH, PA) JUN. 2012 – AUG. 2012

GRAPHIC DESIGN INTERN –

- Design the Pitt class of 2016 Orientation apparel, promotional materials (apparel, postcards, bookmarks, newsletters) for Pitt's Career Development and Placement Assistance Office (CDPA), First Year Experience and Outside the Classroom Curriculum.