

Estella Yu

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Summary of Qualifications

- Have the ability to both design graphics and write code for website interfaces
- Led and designed the NYC Health Department's T-shirt, social media graphics, and float for Pride parade
- Led innovative design of Pride 2018 U=U T-shirt that was requested by the North Carolina Health Department
- Can easily work in a team and independently execute multiple projects in a deadline-oriented environment
- Strong ability to visually communicate complex concepts
- Excellent interpersonal and communication skills
- Self-motivated to learn new skills to enhance designs and improve job performance

Skills

Adobe Creative Cloud	MailChimp
Photoshop	Eventbrite
InDesign	Photography
Illustrator	Drawing
AfterEffects	Painting
Dreamweaver	Microsoft Office
HTML/CSS	PowerPoint
Javascript	Excel
JQuery	Windows
Bootstrap	Mac OSX

Education

NEW YORK CODE + DESIGN ACADEMY JUL. 2018 – AUG. 2018
Front End Web Development 101

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

Publications

1. Yu, E. 2019. **Alert #15: An "On Demand" Dosing Schedule for PrEP to Prevent HIV.** NYC Department of Health. <https://www1.nyc.gov/assets/doh/downloads/pdf/han/alert/2019/prep-to-prevent-hiv-alert.pdf>
2. Yu, E. 2019. Photograph. **Health Department Launches Campaign to Promote HIV Prevention Services for Women.** NYC Department of Health. <https://www1.nyc.gov/site/doh/about/press/pr2019/hiv-prevention-services.page>
3. Myers J, Braunstein S, Xia Q, Scanlin K, Edelstein Z, Harriman G, Tsoi B, Andaluz A, Yu E, Daskalakis D. **Redefining Prevention and Care: A Status-Neutral Approach to HIV.** *Open Forum Infectious Diseases*. Vol. 5, Issue 6. 2018. <https://doi.org/10.1093/ofid/ofy097>
4. Yu, E. 2017. Photograph. **Health Department and Community Partners Recognize World AIDS Day with Fourth Annual Citywide Event and R.E.D. Ball.** NYC Department of Health. <https://www1.nyc.gov/site/doh/about/press/pr2017/pr094-17.page>
5. Yu, E. 2016. Photograph. **Health Department Celebrates Valentine's Day, National Condom Awareness Day with Launch of the #PlaySure Kit.** NYC Department of Health. <https://www1.nyc.gov/site/doh/about/press/pr2016/pr006-16.page>
6. Yu, E. 2016. Photograph. **New York's 'Queer Health Warrior': City Official Funds Grassroots Fight Against HIV.** *The Guardian*. <https://www.theguardian.com/world/2016/aug/07/new-york-city-hiv-aids-demetre-daskalakis-health-department>

Professional Experience

NYC DEPT. OF HEALTH & MENTAL HYGIENE BUREAU OF HIV (LIC, NEW YORK) NOV. 2015 - PRESENT
DIGITAL MEDIA COORDINATOR (GRAPHIC ARTIST 2) –

- Conceptualize, initiate, and execute digital and print materials including: logo designs, infographics, illustrations, animations, flyers, invitations, forms, certificates, brochures, apparel, and promotional items.
- Interpret, design and develop the NYC HIV Status Neutral Prevention and Treatment Cycle infographic that was published by Oxford Journals in *Open Forum Infectious Diseases*.
- Design graphics for the Department of Health's annual float for the NYC Pride Parade.
- Design coasters for National Gay Men's HIV/AIDS Awareness Day that were distributed at 95 bars across NYC.
- Design folder and style documents of the bureau's Immediate Antiretroviral Therapy kit for clinicians.
- Interpret data reports to design, code, and maintain the HIV Care Continuum Dashboard webpages.
- Collaborate with the Bureau of STI to design and code the user-interface for the NYC Sexual Health Clinics' Patient Portal.
- Design and code the user-interface for the NYC Safer Sex Product Ordering Portal.

- Oversee continuous updates to the HIV/AIDS webpages on the Department of Health website.
- Photograph events, health kits and safer sex products for agency press releases, website, and e-newsletters.
- Serve as liaison between bureau Assistant Commissioner and internal Communications office.
- Design templates for bureau and division PowerPoint presentations and MailChimp e-newsletters.
- 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 Snapchat geofilter campaigns that reached over 160K views for NYC Pride events.
- Create social media and dating app ads to promote HIV Home Test Giveaway Kit and Sexual Health Survey.
- Manage social media for NYC Condoms Facebook.
- Work in a team to develop and co-train social media 101 to agency-funded organizations for HIV prevention.
- Design Department of Health's AIDS Walk and Pride apparel.

NYC DEPT. OF HEALTH & MENTAL HYGIENE BUREAU OF HIV (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.