

ESTELLA YU

estellayu.com
eyu1@health.nyc.gov
646.400.3357
42-09 28th Street, WS 22-91,
Queens, NY 11101

SUMMARY OF QUALIFICATIONS

Highly creative graphic designer with the ability to both create graphics for print and web, and write code for mobile-friendly website user interfaces. Can easily collaborate or single-handedly spearhead multiple projects in a deadline-oriented environment. Excellent interpersonal skills and possesses strong ability to visually communicate complex concepts. Continuously learns new skills and tools to enhance designs and streamline job performance. Creative experience in the following:

WEB & DIGITAL MEDIA

- Mobile-friendly UI Design
- Responsive Web Design
- Animation
- Social Media & App Ads

PRINT

- Flyers & Posters
- Logos & Business Cards
- Infographics
- T-shirts, Hats, Bags

PHOTOGRAPHY

- Event Photography
- Photo Editing
- Retouching
- Social Media Photos

PROFESSIONAL EXPERIENCE

NYC Department of Health & Mental Hygiene Bureau of HIV, LIC, New York
Digital Media Coordinator (Graphic Artist 2), 2015 – Present

Effectively manage and execute graphic assets for print, digital applications and web from concept development to implementation while maintaining agency brand identity. Work with team to create ADA compliant designs for campaigns that are easy for the public to understand and promote bureau programs, events and publication. Lend creative services to sister bureau initiatives. Work closely with the Bureau of Communications to develop content on agency social media channels to advertise services and events to the public. Ensure all HIV-related content on agency website is up-to-date.

Key Achievements:

- Designed and coded the user interface for the HIV Care Continuum Dashboard webpages that improved performance of NYC providers by increasing linkage to care by 1% and viral load suppression by 16% since 2011.
- Collaborated with the Bureau of Sexually Transmitted Infections to design and code the user interface for the NYC Sexual Health Clinics' Patient Portal that resulted in 71% of visiting patients registering and logging in within 4 days of launching.
- Designed and coded the user interface for the NYC Safer Sex Product Ordering Portal that resulted in over 614,000 products ordered within 24 hours of launching – a 700% increase in total orders from previous year.
- Designed the 2016 NYC HIV Status Neutral Prevention and Treatment Cycle infographic that promoted the message of "Undetectable = Untransmittable", resulting in 84% of HIV-positive people receiving HIV care in NYC to be virally suppressed, a 70% increase from 2011.
- Designed the Department of Health's annual float for the NYC Pride Parade, seen by 5 million people. Additionally designed Snapchat geofilters seen by over 160,000 people on parade route. Pride T-shirt design was requested by North Carolina's Health Department.
- Designed coasters promoting PrEP, HIV testing, and treatment for National Gay Men's HIV/AIDS Awareness Day that were distributed at 95 bars across NYC.
- Redesigned logo for New York Knows – the nation's largest HIV testing initiative.

NYC Department of Health & Mental Hygiene Bureau of HIV, LIC, New York
Graphic Design Consultant, 2015 – 2015

Created wireframes, prototypes, and workflows to spearhead the redesign of the site map for the HIV/AIDS webpages on the Department of Health website. Promoted bureau events with campaigns on NYC Condom Facebook, Department of Health Twitter, Tumblr.

Key Achievements:

- Coordinated team to consolidate HIV/AIDS content and restructure site navigation to increase average daily page visits by 100% and daily page views by 41%.

Freelance, Anywhere

Freelance Web & Graphic Designer, 2013 – 2016

- Independently designed, coded HTML/CSS and PHP, built websites and created graphics for clients using Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver).

Web Communications Group, Pittsburgh, Pennsylvania

Graphic Design Intern, 2013 – 2013

- Assisted lead web developer to provide advice on design practices and assisting in presentation of materials to clients. Designed graphics, style guide, typography and layout of web sites.

University of Pittsburgh Student Affairs Office, Pittsburgh, Pennsylvania

Graphic Design Intern, 2012 – 2012

Designed apparel and promotional materials Pitt's Career Development and Placement Assistance Office (CDPA), First Year Experience and Outside the Classroom Curriculum.

Key Achievements:

- Designed the Pitt class of 2016 Orientation T-shirt worn by incoming freshmen as they set new Guinness World Record for "Greatest Number of People Simultaneously Performing an Umbrella Dance at a Single Venue" in honor of Pitt alumnus Gene Kelly.

PUBLICATIONS

1. Yu, E. 2019. Photograph. "RED Ball: Red Revolution" Annual Ballroom Competition Honors World AIDS Day. <https://www1.nyc.gov/site/doh/about/press/pr2019/red-ball-red-revolution-annual-vogue.page>
2. 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>
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. 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>

EDUCATION

User Interface Design, 2019

DESIGNLAB, New York, New York

Front End Web Development 101, 2018

NEW YORK CODE + DESIGN ACADEMY, New York, New York

Master of Science in Media Arts and Technology, 2014

DUQUESNE UNIVERSITY, Pittsburgh, Pennsylvania

Bachelor of Arts in Studio Arts, Minor in Chinese, 2012

UNIVERSITY OF PITTSBURGH, Pittsburgh, Pennsylvania

Intermediate Oil Painting and Jewelry Making, 2011

LORENZO DE MEDICI SCHOOL, Florence, Italy

TECHNICAL PROFICIENCY

Platforms: Mac OS, Windows

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Acrobat), Microsoft Office (Word, Excel, PowerPoint), HTML, CSS, Javascript, JQuery, Bootstrap, MailChimp, Sublime Text, Sketch, Zeplin, Axure