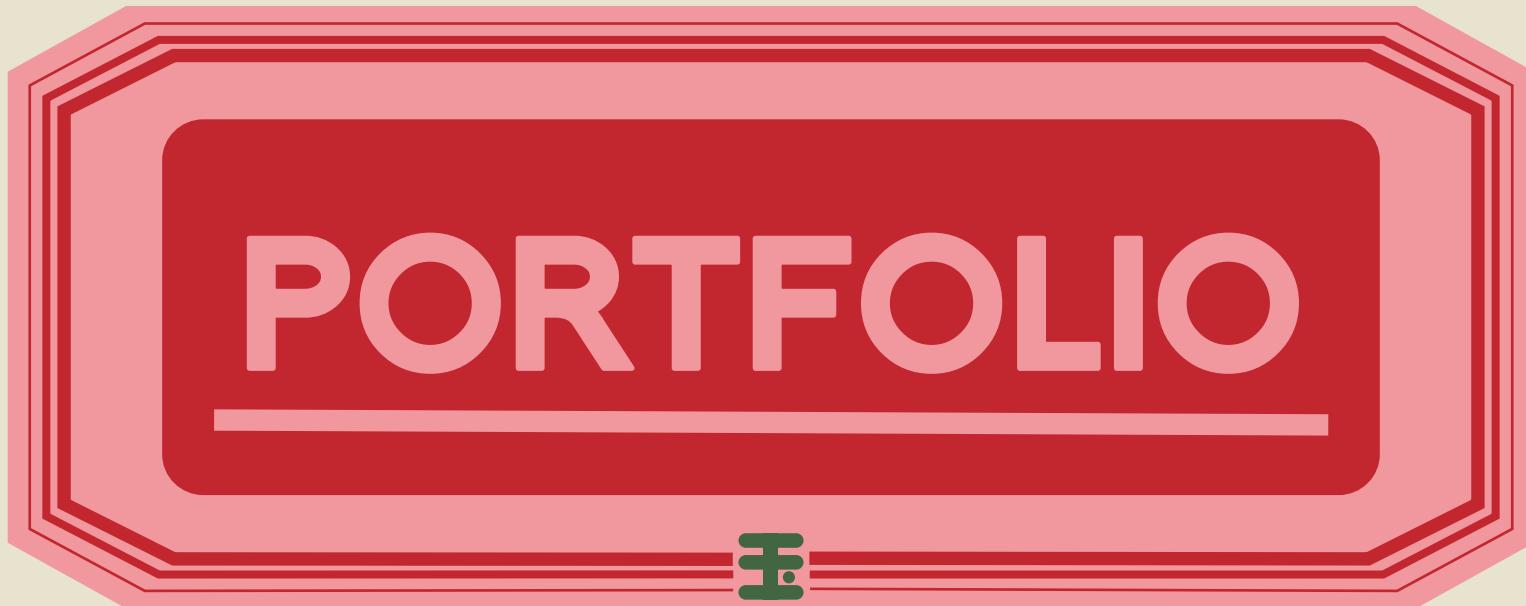


2025



JADE TU

[JADE2U.GITHUB.IO/PORTFOLIO](https://jade2u.github.io/portfolio)

[JADEWTU@GMAIL.COM](mailto:jadewtu@gmail.com)



# ABOUT ME

I'm Jade, a multi-media designer and recent Interactive Media Arts graduate from NYU.

I am passionate about solving design problems across media and am experienced in digital marketing, game, and web design. I thrive in a collaborative environment and am always eager to learn new skills.

Some of my hobbies include puzzles, reading graphic novels, and going to concerts!

## SKILLS

### TOOLS



### SKILLS

Design Thinking

Wireframing

Prototyping

Content Creation

Research & Development

### STRENGTHS

Branding & Identity

UI Design

Web Design & Development

Typography & Layout





# CONTENTS



## MASHUP

Proposed a rhythm game as a new way to share music.

Product Design & Development

## RUSH HOUR ANXIETY

Put players in the shoes of an MTA-riding NYU student.

Game UI Design

## WHAT A SHAME!

Designed musician Hyejin's debut EP rollout.

Product Design & Development

## SPOTIFY: RIBBON

Visualized music listening data using the Spotify API.

Web Design & Development

## + MISC. PROJECTS



# MASHUP

**Mashup** is a proposed multiplayer, mobile rhythm game that allows friends to share songs in the form of a turn in the game. It was also my Capstone project as an Interactive Media Arts major at NYU.

In my research, I identified how music recommendation algorithms often lack nuance due to users' lack of social engagement. I aimed to propose a solution that would be both thorough detailed, thoughtful **research, design, and development**.

The **full proposal** can be viewed more in depth in its research paper (<https://bit.ly/mashup-essay>) and presentation (<https://bit.ly/mashup-slides>).

## MY TASKS

Research and Development  
Product Design  
Game Development

## PROGRAMS USED

Illustrator  
Figma  
Unity  
Wwise  
Google Workspace

# RESEARCH

My goal was to identify how  
**algorithmic vs. natural music**  
**recommendation** fundamentally  
differ by asking what is music, what  
is music taste, and how do we form  
music taste.

# PROBLEM

A central aspect of music taste formation is social interaction. Algorithmic music recommendation **lack opportunities for social engagement** between users, leading to results lacking in nuance or personal meaning.

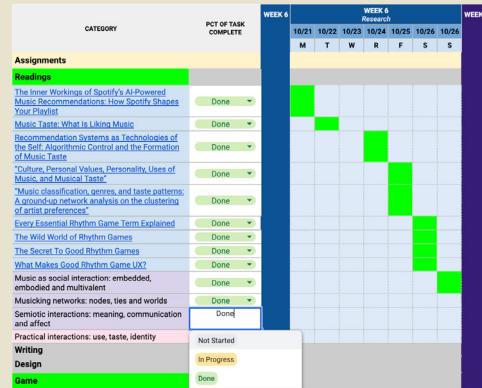
# HYPOTHESIS

If users were **prompted to actively engage** with the music shared with them, they could develop a new dimension of meaning attached to the music.

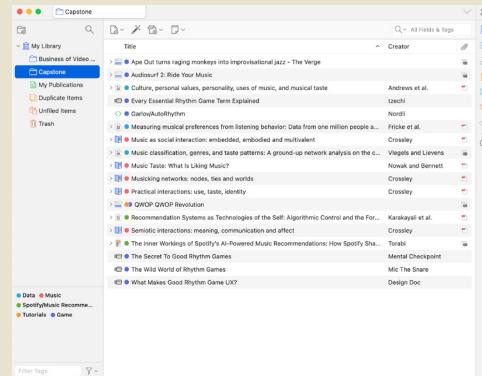
## SOLUTION

A **multiplayer rhythm game** could encourage active and authentic social interaction through gameplay and competition.

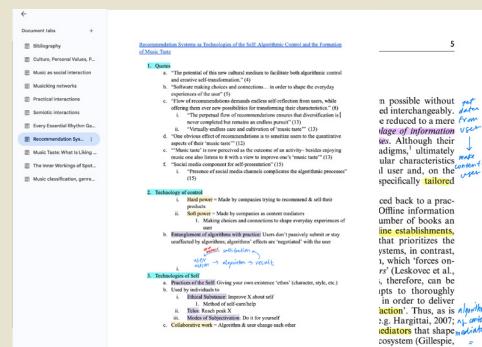
## Gantt Chart



Zotero Archive



## Notes



## Final Essay

<h1>Mashup: Playing the Playlist</h1> <p>Jade Tu Tisch School of the Arts, New York University Interactive Media Arts <a href="mailto:jwt51@nyu.edu">jwt51@nyu.edu</a></p> <h2>ABSTRACT</h2> <p>Mashup is a multiplayer, mobile rhythm game that allows friends to share songs in the form of a turn in the game. Modern music algorithms lack context to their instrumentation and genre, which limits their personalization, creating user profiles based on their individual actions and patterns. Users are less engaged with such algorithmic recommendations because they do not need to be. Mashup attempts to make music discovery fun by centering the role of social interaction in taste formation. It is impossible to fully engage with music without competition or comparison. By combining the fun of play with the functionality of Spotify's user libraries, the project aims to create a space where music discovery can be playful and relational, bridging the gap between algorithmic precision and human spontaneity.</p> <h2>Author Keywords</h2> <p>Music recommendation, Music taste, Recommendation algorithms, Rhythm games, Social engagement</p> <h2>INTRODUCTION</h2> <p>Music is a universal language, offering an unparalleled medium for emotional expression, primarily humanness and social connection. As social expression beyond sounds, embedding itself in our memories, relationships, and our identities. Yet, in the digital age, the ways in which people encounter music have shifted from being personally mediated by algorithms. Platforms like Spotify use data-driven approaches to generate precisely personalized recommendations for users, prioritizing accuracy over</p> <h2>BACKGROUND</h2> <h3>What is Mashup?</h3> <p>Crosby's definition for music is "humanly organized sound," or sounds made by humans for other humans to engage with as music [4]. For example, if an artist releases a song that is a mix of different genres, it is still considered music and the listeners will differently comprehend the silences of everyday life. Because the silence was framed as music by the artist, listeners engage with it as music, making it their own. The way in which a piece of music is perceived is ultimately dependent on the listener's engagement as listeners turn a soundscape into one's they are the ones who play it. This is how it is defined as it sounds as much as it is defined by who is listening.</p> <h3>What is Music Taste?</h3> <p>set defined by songs we simply like or it makes us feel good. Music taste is something that is engrained in our everyday lives, musically. People play music to pumped up at themselves as an ex, half-limeters to sleep, what is in a basement's Best Mode playlist. Similarly, in the game <i>All The Feels</i>, playlists are necessarily representative of what we play is most important to us (Fig. 1). Thus, as the game moves through levels, the player frequently will play a song or what we are play. Music tastes are instead a sum of ourselves, and how they reflect and shape our identity. Music taste is integral to our lives, and tangentially our identity songs that usually make up our music taste that we can listen to and think "h</p>  <p>petly's Best Mode and All The Feels playlists.</p> <h3>Form Music Taste?</h3> <p>algorithms, recommendation engines and tips to each other, and no music taste no music taste is formed in the same way a song played during a high school era influence the music taste of the student did not necessarily mean that the student then started to music. Music taste is formed of different influences that disseminate as people go through life.</p> <p>Music taste is also influenced by social interaction. As mentioned previously, song on its social interaction between artist music, family, and friends. The music taste of the student was the listener and their influences. For the student, the question is not so much why the event may influence their music taste is the backdrop for the slow dance, the first kiss, will likely be remembered social scenario it is now tied to. Eventually</p>	
---	--

Final Presentation

 Research

Algorithm Music Related Works

## Recommendations

Made for  jade.tu

1  Collect Data

2  Filtering

3  Recommend

 jade.tu

Sources

The Inner Workings of Spotify's AI-Powered Music Recommendation Engine. Spotify. 2018. New York, NY, USA.

Recommendation Systems as Technological Circles of Self-Reflection: Critical Perspectives on the Formation of Music Tastes. *Intercultural Studies*. Gallo.

 Research

Algorithm Music Related Works

## Recommendations

Made for  jade.tu

1  Music

2  Taste: Role vs. Identity

3  Taste = Interaction

 jade.tu   

Sources

Music Taste: What Is Living Music? Nowak, Bennett

Music as Social Interaction: Embedded, Embedded and Multivalent Crossley

Music-Making Networks: Nodes, Ties and Worlds Crossley

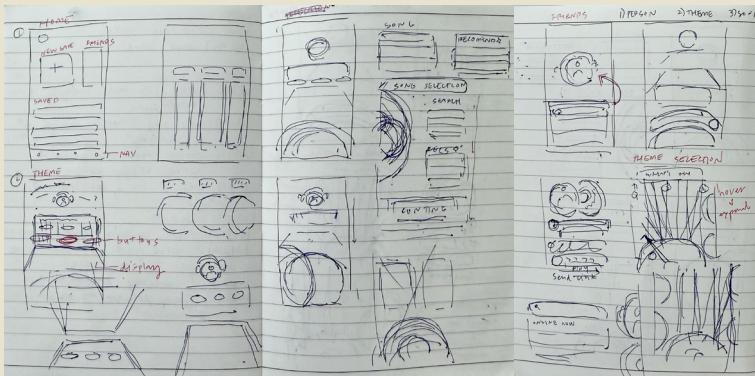
Practical Interactions: Use, Taste, Identity Crossley

Semiotic Interactions: Meaning, Communication and Affect Crossley

## WIREFRAMES

Through **paper** and **Figma** wireframes, I established the user journey, gameflow, and general style of the project. I then iterated based on player feedback.

Paper



Figma



## GAME DEVELOPMENT

The game's **main mechanic** is rotating a circle to hit notes, mimicing a DJ spinning a record. I used **Unity** and **Wwise** to create prototypes building up to this mechanic, which I would like to fully develop and play test in the future.

1. Basic Rhythm Game



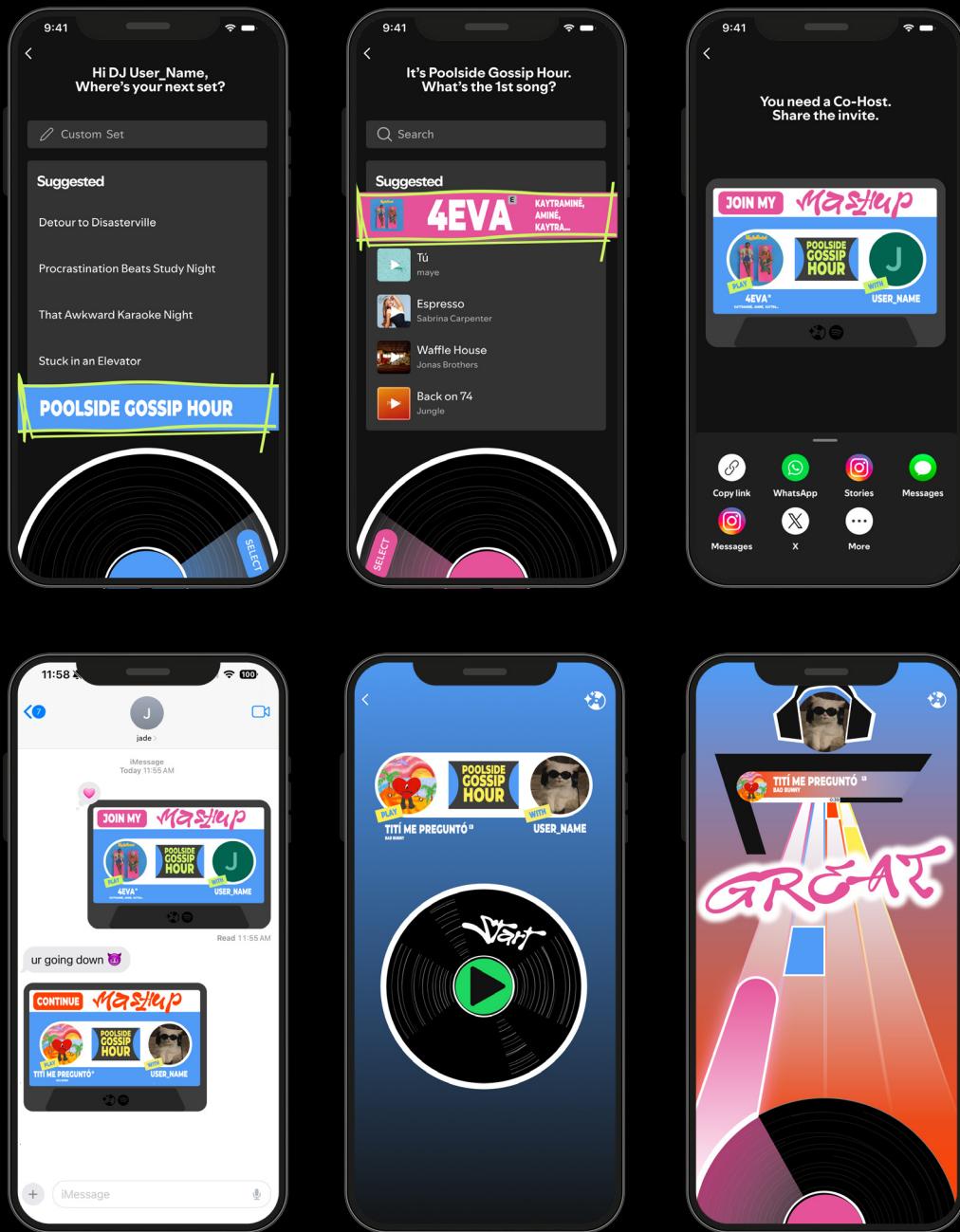
2. Touch Controls



3. Fixed Movement

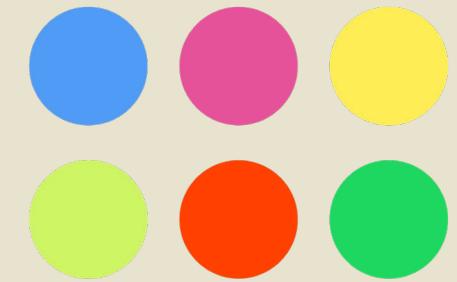


# Mashup



## STYLE

I aimed to develop a unique style that balanced the DJ themes' fun vibrancy with Spotify's simplicity and legibility. The **final aesthetic** adds vibrant colors, graffiti-esque fonts, and hand-drawn elements to Spotify's existing layouts for a smooth, yet exciting user experience.



**Montserrat Bold**

*Estrella Carly*



## • PRODUCT

# WHAT A SHAME!

Taking into account Hyejin's 90's R&B inspirations and the tracklist's cinematic theme, I developed an authentic, coherent visual identity for her debut EP.

**Key design elements** incorporate the futuristic design motifs of 90's/early 2000's pop culture and the dramatic typography of vintage film cards.

I visually reflected the EP's sound and story through **multiple promotional projects** such as merchandise, social media, and video.

### MY TASKS

Product Design & Development  
Video & Photo Editing  
E-Commerce Management

### PROGRAMS USED

Illustrator  
Procreate  
Premiere Pro  
Shopify

## TASK

I led the **creative direction** for the EP's promotional rollout.

I aimed to convey the EP's melancholic, introspective, yet fun and poppy tone through creating style guides and key graphic assets.

## INSPIRATION

After speaking with Hyejin, I learned about her love for early 2000's R&B/Soul artists like Amy Winehouse and Norah Jones. We decided to combine Y2K and vintage aesthetics to reflect **Hyejin's current sound and her nostalgic influences.**

## DIRECTION

Final graphics heavily reference **early film title cards** through the use of loopy fonts, decorative borders, and whimsical graphics.

Illustrations takes heavy inspiration from **Y2K cyber culture**'s chunky fonts, metallic textures, and organic shapes.

## Liner Notes



## Cover Photoshoot



Hoodie



Keychain



Stickers





# RUSH HOUR ANXIETY

**Rush Hour Anxiety** is a web game that puts players in the stressful shoes of an NYU student riding the subway. Created for HackNYU's 2023 Mini Hackathon, **won 1st** in the Gaming category.

**Key design elements** include graphic fonts, bold colors, and incorporation of MTA iconography. Through user testing, in-depth research of the MTA's style, and reflections on our own experiences, my team and I were able to design a user-friendly interface that reflects the game's individual style and familiar environment.

Play it at <https://derin-ogut.itch.io/rush-hour-anxiety>

## MY TASKS

Game UI (Design & Implementation)

Background Artist

Colorist

## PROGRAMS USED

Illustrator

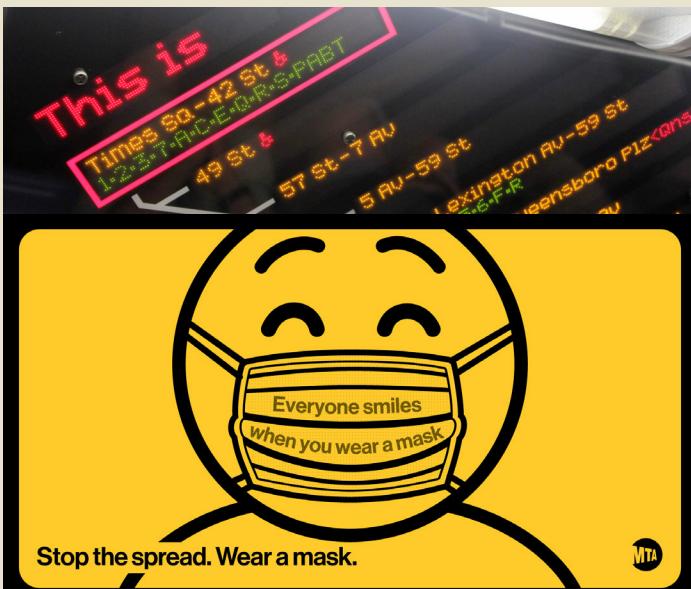
Procreate

Unity

## RESEARCH

I started with identifying the MTA's **recognizable visual motifs** such as their use of Helvetica type, contrasting colors, and stylized illustration.

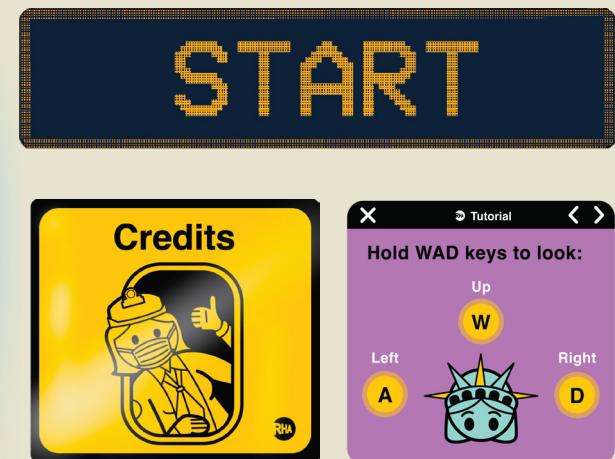
### References



## INDIVIDUAL STYLE

We chose to pair a graffiti-inspired, airbrushed art style with cheeky, referential graphics to reflect the **silly, youthful, and familiar** nature of the gameplay.

### Graphics



### Art



## PROBLEM

Players don't realize looking at enemies is a combat move, because they would **stay on the main quiz screen** rather than looking around.

## HYPOTHESIS

Something on the main screen needs to **prompt players** to look around. Otherwise, they become focused on the quiz and forget.

## SOLUTION

Add **constant on-screen UI** showing:

1. Which screen the player is on
2. Which screen enemies are on
3. Which combat is effective

## RESULTS

Players look around more at the beginning of the game. But, they still remain on the quiz screen as the game gets harder.

**In the future**, I would like to show the combat's effect through a health/ status bar.

## On-Screen UI



1. Direction



2. Enemy



3. Combat

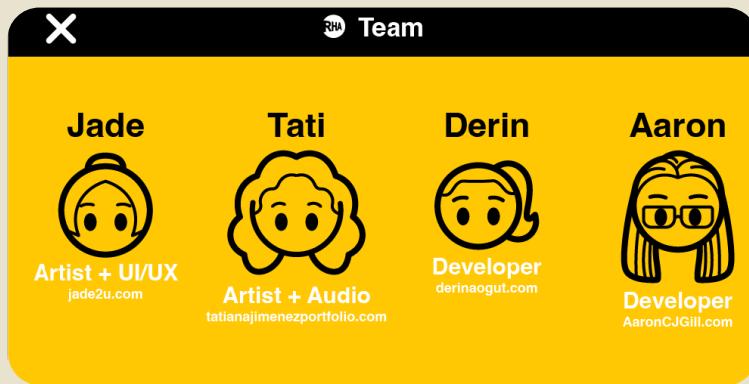


## Example Screens



## ASSET SET

Pop-up



Button



Logo



## SCREENS





WEB

# SPOTIFY: RIBBON

With the slogan "Your Spotify Wrapped With A Bow",

**Spotify: Ribbon** is a website displaying visual-focused infographics of users' Spotify listening data.

Combining my passions for music, color design, and coding, this project has been a rewarding lesson in problem-solving and served as my final project for Introduction to Web Design.

Using the **Spotify API**, I developed functions that designate colors and fonts based on genre and cover art. The **overall design** mirrors Spotify's brand design through bold, minimalistic combinations of shapes and colors.

## MY TASKS

Web Development & Design  
API Integration

## PROGRAMS USED

HTML/CSS  
Javascript  
Illustrator  
Figma  
Cyberduck

## RESEARCH

I looked at **other Spotify data sites** for inspiration on organizing the Spotify API data points. I compared and contrasted these sites with Spotify Wrapped, noting differences in user-friendliness and layout.

### Obscurify

Your current results:  
47% Obscurity Rating  
More obscure than 47% of US users.

Top Genres

- pop
- rap
- r&b
- trap
- atl hip hop

All Time Current

Artists Tracks

Hailey Knox	Tamagotchi
Doja Cat	Whatever She Wants
Ariana Grande	Summer Love
DEAN	Biking (Solo)
Lady Gaga	Charismatic

### Spotify Wrapped

My Top Artists

1	Taylor Swift
2	Conan Gray
3	Olivia Rodrigo
4	Gracie Abrams
5	Sabrina Carpenter

My Top Song

Midnights

Anti-Hero

Taylor Swift

Total Streams 115

Date First Listened January 1

Spotify SPOTIFY.COM/WRAPPED

## WIREFRAMES

For the Figma prototype, I created a **unique but familiar visual identity** by keeping Spotify Wrapped's minimal aesthetic and card layout while adding unique design elements and colorways.

### Receiptify

RECEIPTIFY		
LAST MONTH		
ORDER #0001 FOR [REDACTED]		
QTY	ITEM	AMT
01	POP	4
02	MODERN ROCK	2
03	INDIE POP	2
04	MODERN ALTERNATIVE ROCK	1
05	ROCK	1
06	ALTERNATIVE DANCE	1
07	INDIE ROCK	1
08	NEW RAVE	1
09	ROCK INDEPENDANT FRANCAIS	1
10	LA POP	1
ITEM COUNT:		10
TOTAL:		15

top artists

red velvet  
amaarae  
amy winehouse  
rihanna  
rosalia

top tracks

1. Angels in Tibet  
2. Underwater  
3. True Romance  
4. Want Some More  
5. 2Night

top genres

POP | R&B | DANCERPOP  
URBAN CONTEMPORARY | R&B

ribbon

Your Spotify Wrapped with a Bow

Login with Spotify

top artists

rosalia

top tracks

Angels in Tibet  
Amaarae

POP

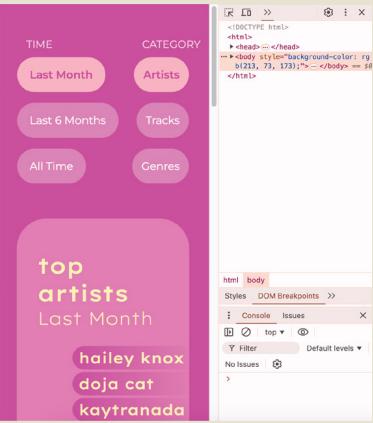
Your Top Pop Artists

Taylor Swift  
Rihanna  
Troye Sivan  
Rosalia  
Doja Cat

```

EXPLORER JS login.js JS changeStyle.js JS spotify.js JS button.js ...
RIBBON scripts JS spotify.js ...
assets > demo
scripts > JS button.js JS card.js JS color.js JS login.js JS spotify.js
# home-queries.css # home.css # home.html # index.html # login.css
scripts
19 $("button").on('click', function() {
67 $.ajax({
68   url: spotify_root + '/me/top/artists?time_range=' + time_class +
69   beforeSend: function(xhr){xhr.setRequestHeader('Authorization',
70     'Basic ' + btoa(username + ':' + password));
71   success: function(data) {
72     data.items.map(function(artist) {
73       //add to initial list
74       artists_genres.push(artist_genre);
75       //organize in final list
76       for(var i = 0; i<artist.genres.length; i++){
77         genres_list.push(
78           {"genre": artist.genres[i],
79            "artist": artist.name,
80            "pic": artist.images[0].url
81          );
82        }
83      }
84      //artist list
85      var artist_genre = artist.genres[0]; //only get 1st genre
86      artists_list.push(
87        {"genre": artist_genre,
88         "artist": artist.name,
89         "pic": artist.images[0].url
90       );
91     });
92   });
93 }

```



## DEVELOPMENT

This project had a lot of firsts for me, from integrating the Spotify API to creating a card system. The final site is a result of several tutorials, articles, and forums. My **baseline goal** was for each data point/card to visually reflect itself through color, type, and layout.

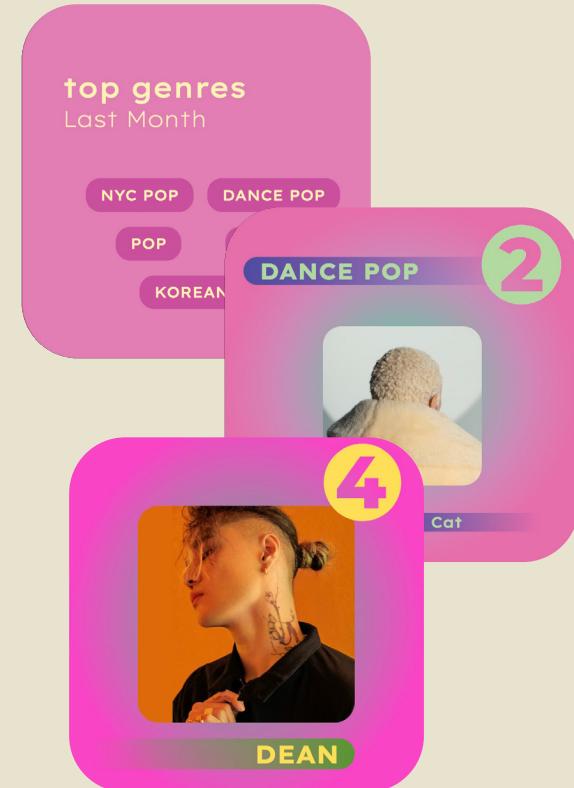
## COLOR DESIGN

- I assigned each genre a **color** based on genre-centric Spotify playlists and personal taste.
- For **genre and artist** cards, an algorithm identifies a track's genre, corresponding color, and 1-3 complementary colors.
- For **track cards**, an eyedroper algorithm gets 3 contrasting colors from the track's cover art. Previously, I tried (and failed) to get the genre of the tracks' artist.

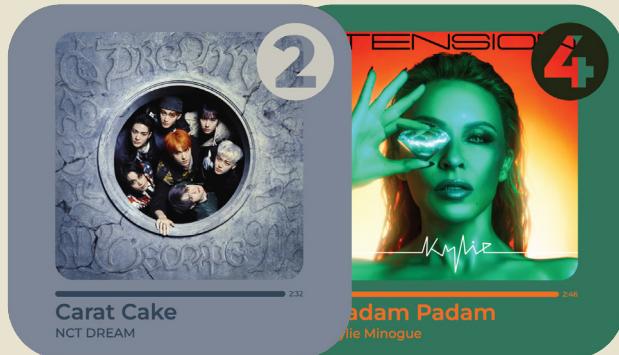
### 1. Genre Colors

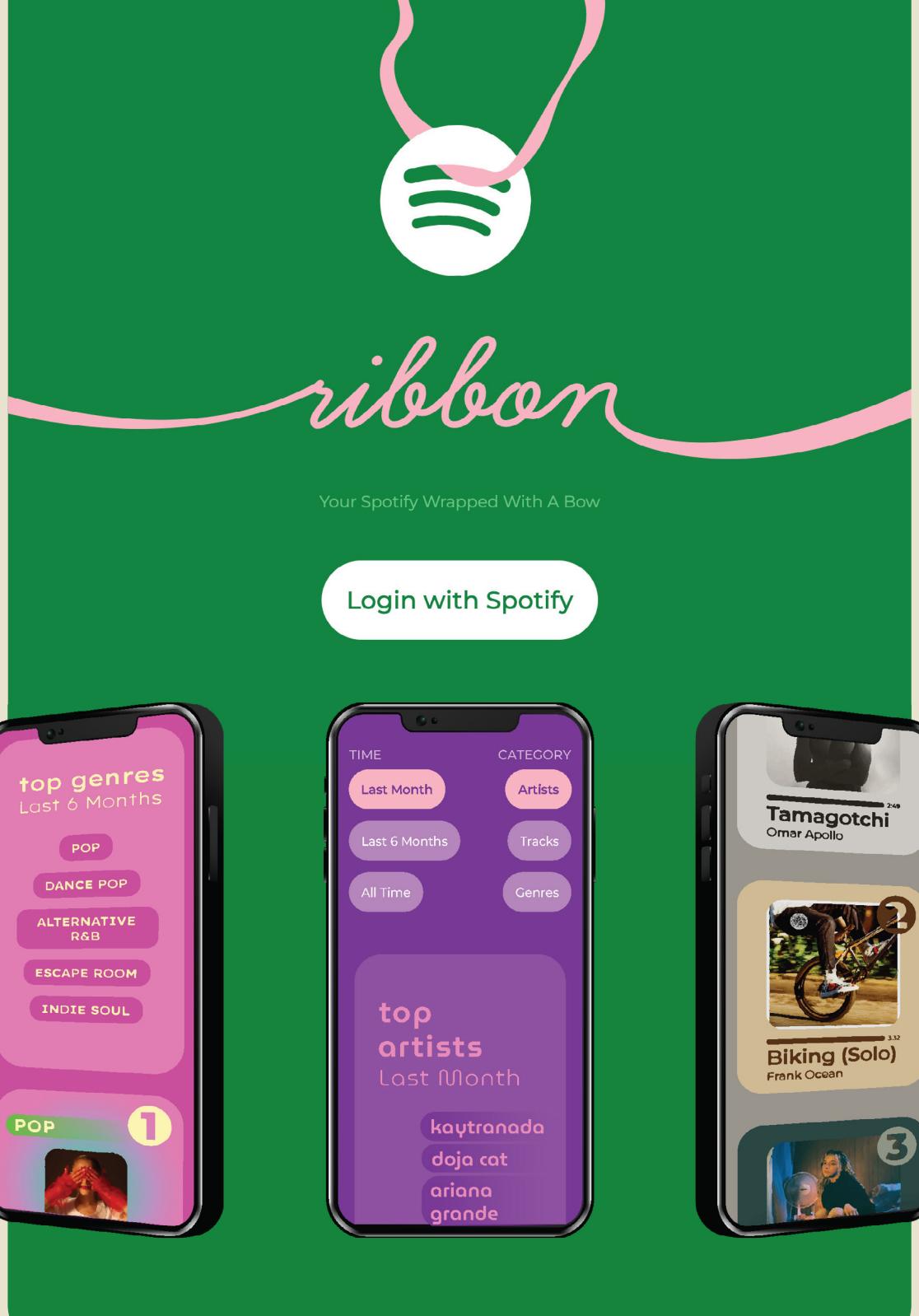


### 2. Genre & Artist Cards



### 3. Track Cards





## FINAL FEATURES

1. Successful integration and organization of API data
2. Customized graphics using user's Spotify listening history, including genre-specific fonts and color palettes.
3. Smooth fade-in and fade-out transitions

## FUTURE

Going forward, I would love to **continue experimenting** with API's and data visualization.

If I were to continue this project, some of my next steps would be:

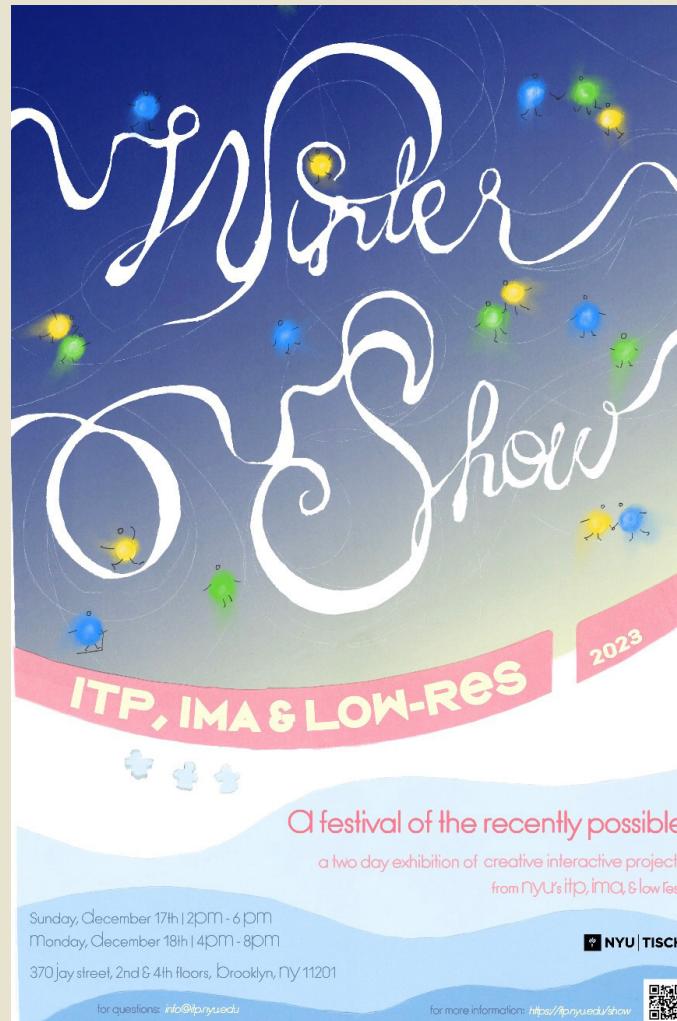
- Get quota extension
- Card carousel
- Improve style/color diversity & legibility
- Shareable/downloadable assets



## Really Insane Party

2023

Assignment for class  
Typography and Technology..



## Winter Show

2023

Poster submission for NYU's IMA,  
ITP, & Low-Res 2023 Winter Show.

## POSTERS

### MY TASKS

Graphic Design

Illustration

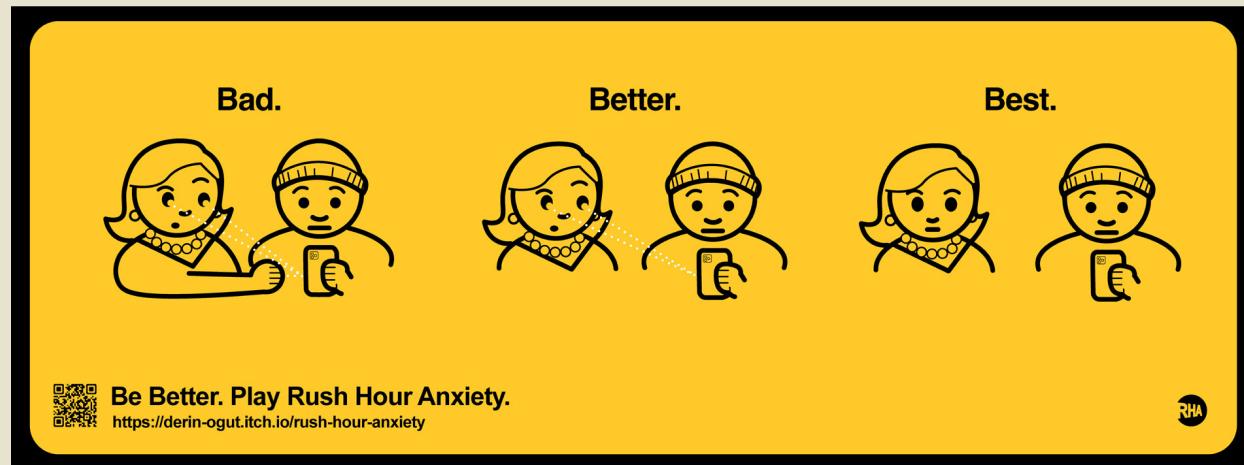
### PROGRAMS USED

Illustrator

Photoshop

InDesign

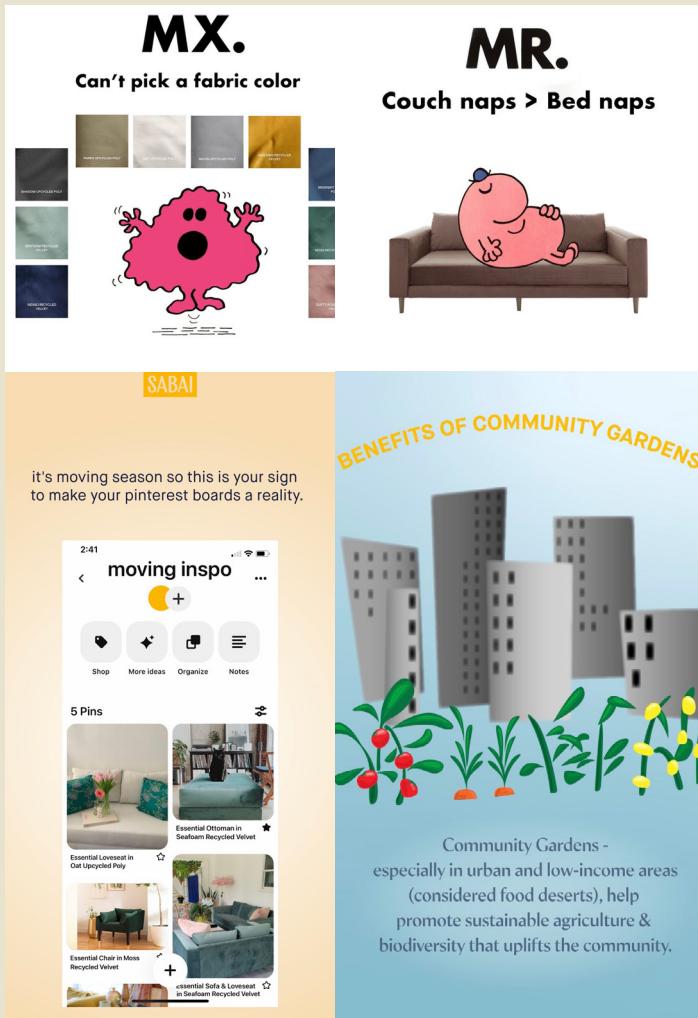
Procreate



## Rush Hour Anxiety

2024

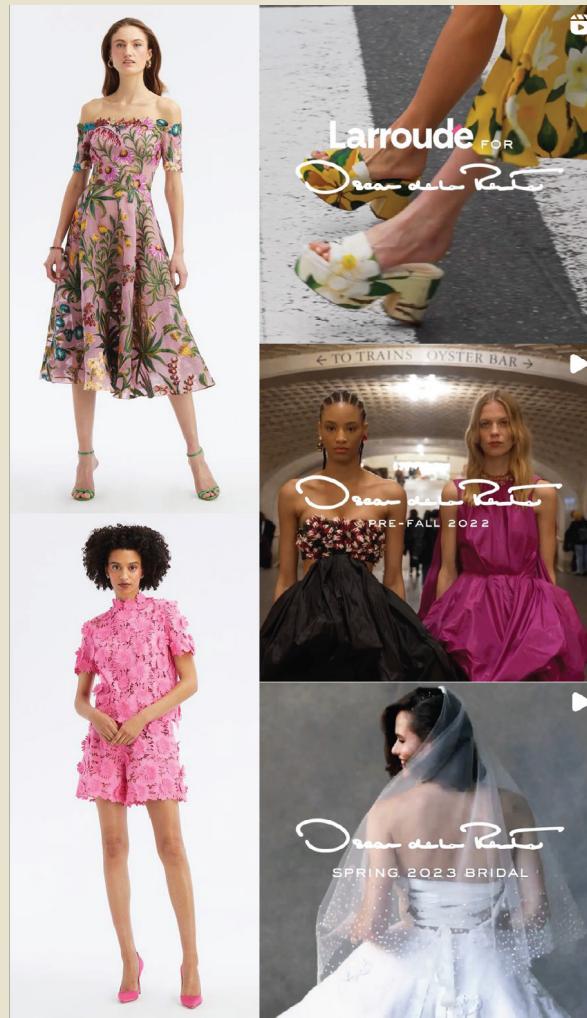
Promotional print posters for  
game *Rush Hour Anxiety*.



## Sabai Design

2022

Designed and animated  
graphics for social content.



## Oscar de la Renta

2022

Retouched product images.  
Edited videos and motion graphics.

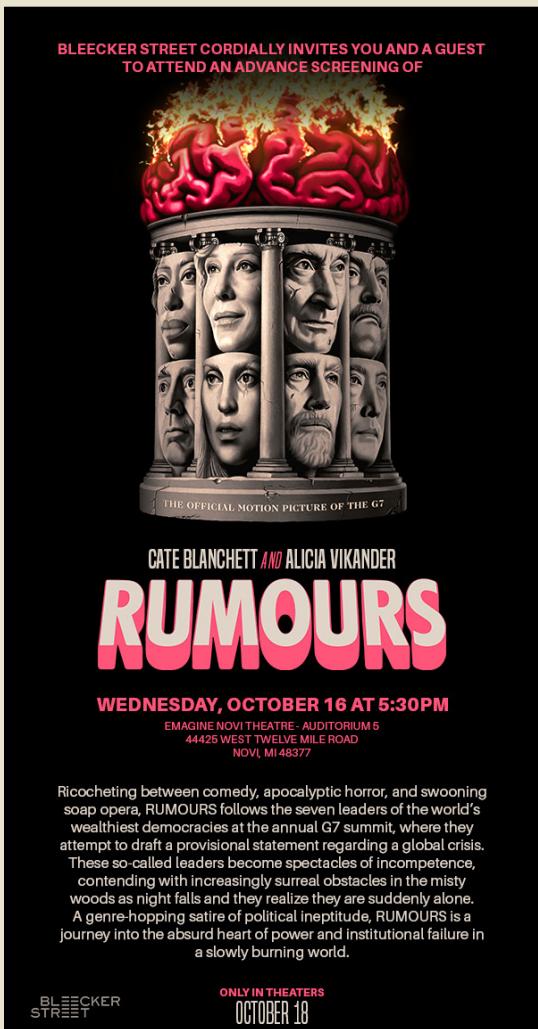
## CONTENT

### MY TASKS

- Graphic Design
- Animation
- Video & Photo Editing
- Research & Analysis

### PROGRAMS USED

- Illustrator
- Photoshop
- InDesign
- After Effects



**Bleecker Street Media**

2024

Designed invitations for special screenings and events.  
Sourced audio, edited video, and wrote copy for video content.



### Pom Pom

2024

Interactive retelling of Persphone & Hades set in a night club.



### Mapify

2024

Interactive map that translates popular songs according to each country.



### ReplayAI

2024

Generates song and image according to user's entry.  
Made with ReplicateAI.

## INTERACTIVE

### MY TASKS

- Web Development
- API & AI Integration
- Storytelling

### PROGRAMS USED

- HTML/CSS
- Javascript
- Three.js
- ReplicateAI
- Firebase

玉

THANK  
YOU!

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