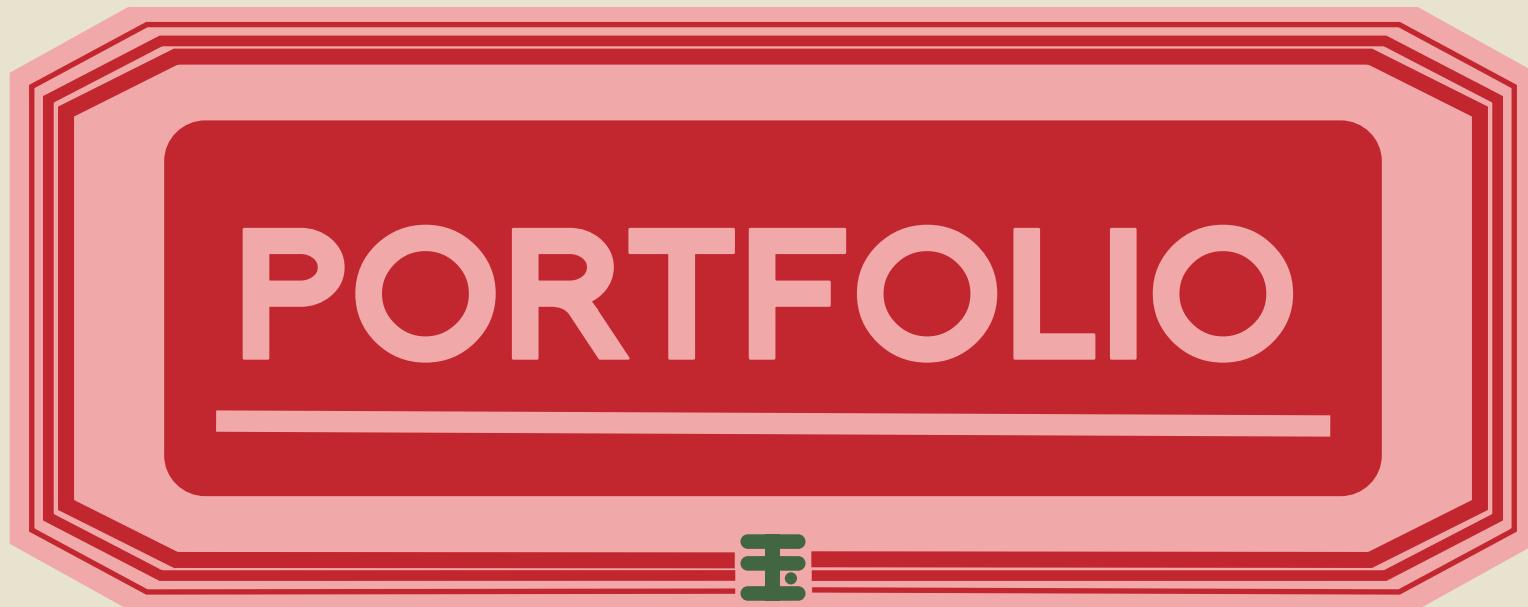


2024



JADE TU

🔗 JADE2U.GITHUB.IO/PORTFOLIO

✉️ JADEWTU@GMAIL.COM



ABOUT ME

I'm Jade, a graphic designer and a rising senior at 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	STRENGTHS
    	Design Thinking Wireframing Prototyping Content Creation Research & Development	Branding & Identity UI Design Web Design & Development Typography & Layout



← CONTENTS →

RUSH HOUR ANXIETY

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

UI Design, Artist

SPOTIFY: RIBBON

Visualized music listening data using the Spotify API.

Web Design & Development

WHAT A SHAME!

Designed musician Hyejin's debut EP rollout.

Product Design & Development

+ EXTRA PROJECTS

RUSH HOUR ANXIETY

Rush Hour Anxiety is a web game that puts players in the stressful shoes of an NYU student riding the subway. **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.

Created for HackNYU's 2023 Mini Hackathon, **won 1st** in the Gaming category.

MY TASKS

Game UI (Design & Implementation)

Background Artist

Colorist

PROGRAMS USED

Illustrator

Procreate

Unity

RESEARCH

We 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.

ICONS

Default



1. Direction



2. Enemy



3. Combat



EXAMPLE SCREENS

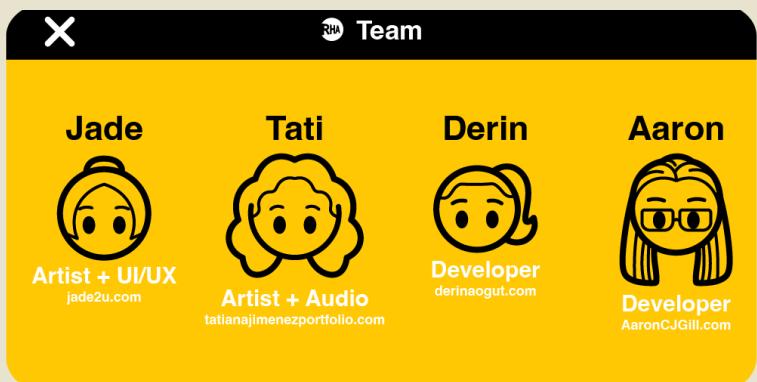


ASSET SET

Button



Pop-up



Logo



SCREENS



Start



Up

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

TYPOGRAPHY

We used **ALS Script** and **IM FELL French Canon** to reference the classically dramatic fonts of vintage film title cards.

ALS Script

IM FELL FRENCH CANON

COLOR

The colors chosen are reflective of the EP's melancholic, introspective, yet fun and poppy tone.



LINER NOTES



COVER PHOTO SHOOT



TASK

I designed the **logo and 5 illustrations** that would be included on the artist's merchandise.

INSPIRATION

After speaking with Hyejin, I got to know more about her love for **early 2000's R&B/Soul artists** like Amy Winehouse and Norah Jones.

From there, we decided to combine Y2K and vintage aesthetics to reflect **Hyejin's current sound and her nostalgic influences**.

RESULTS

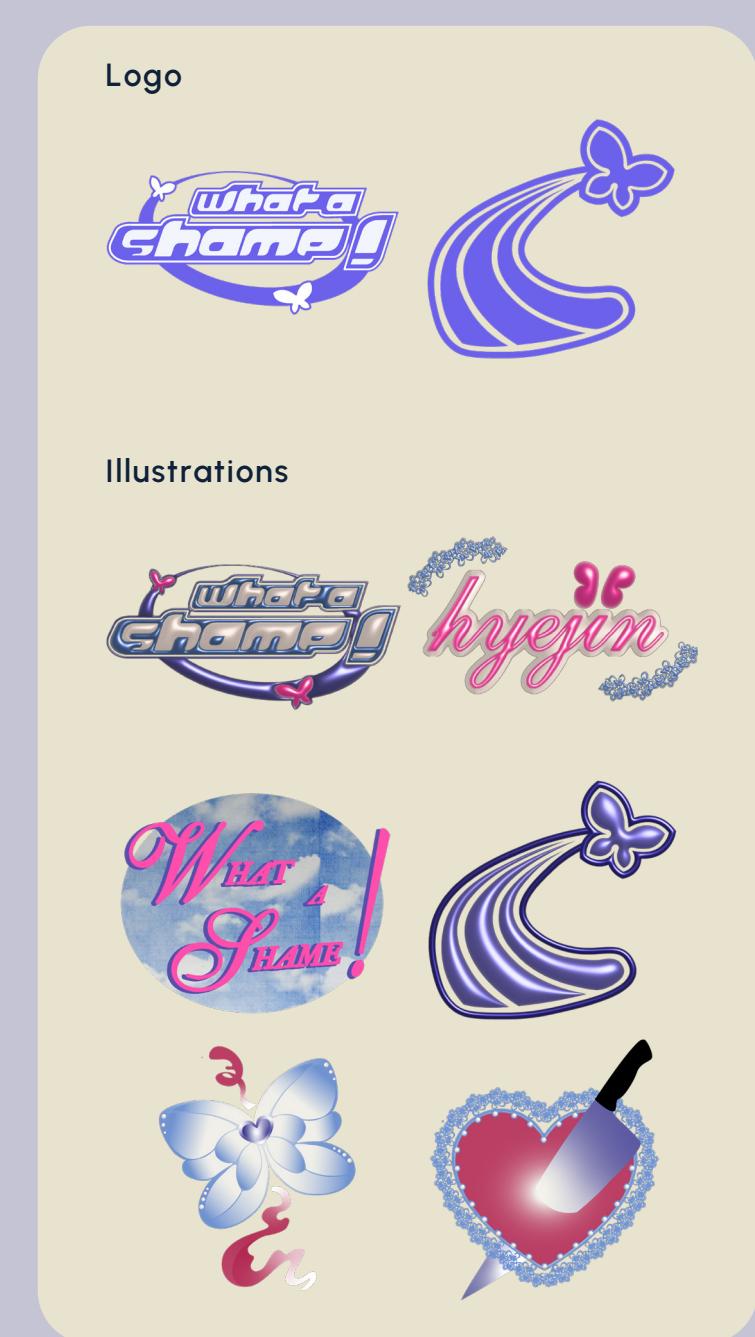
The **final direction for the logo** takes heavy inspiration from early 2000's cyber culture with its chunky fonts, metallic textures, and organic shapes.

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

SKETCHES



FINAL ASSETS



HOODIE



Mockup



Final

KEYCHAIN



STICKERS



SPOTIFY: RIBBON

With the slogan "Your Spotify Wrapped With A Bow", **Spotify: Ribbon** is a visual-focused display 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

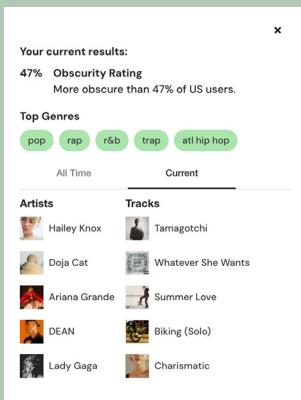
Web Development & Design
API Integration

PROGRAMS USED

HTML/CSS
Javascript
Illustrator
Visual Studio Code
Cyberduck

RESEARCH & INSIGHTS

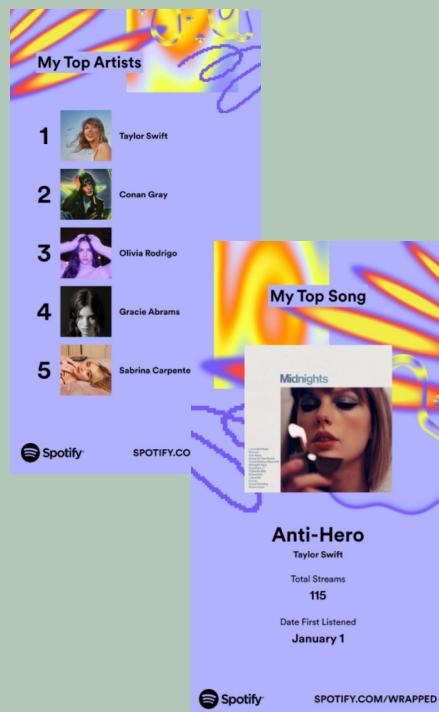
I looked at other Spotify data sites for inspiration on organizing the Spotify API data points. I compared and contrasted these sites with **Spotify Wrapped**, noting differences in user-friendliness and layout.



Obscurify

RECEIPTIFY		
LAST MONTH		
ORDER #0001 FOR [REDACTED]		
THURSDAY, NOVEMBER 10, 2022		
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

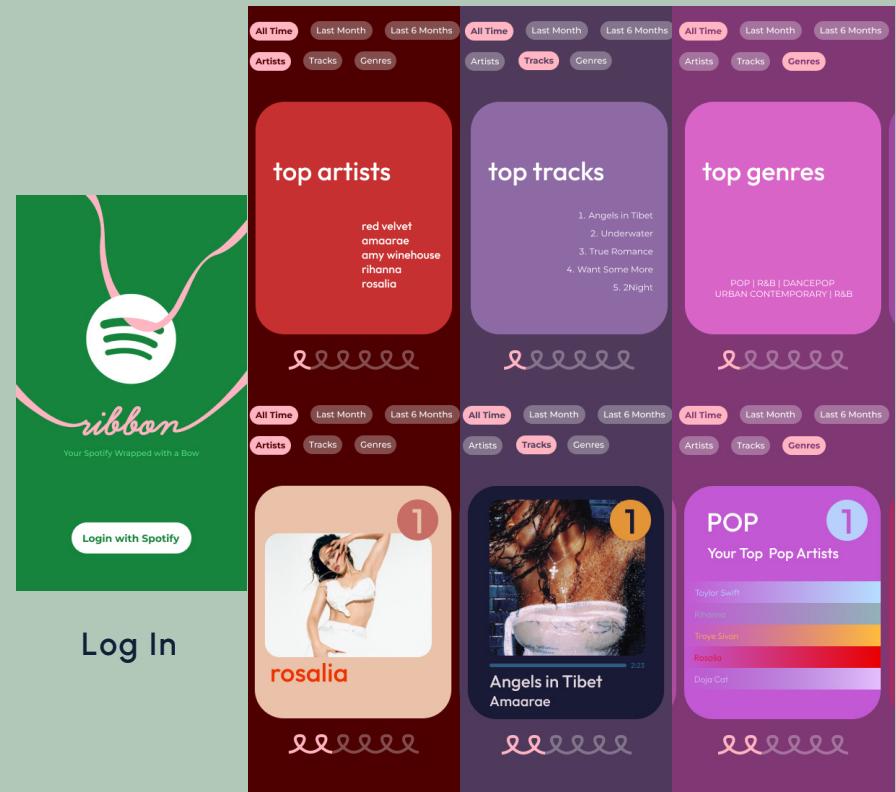
Receiptify



2023 Spotify Wrapped

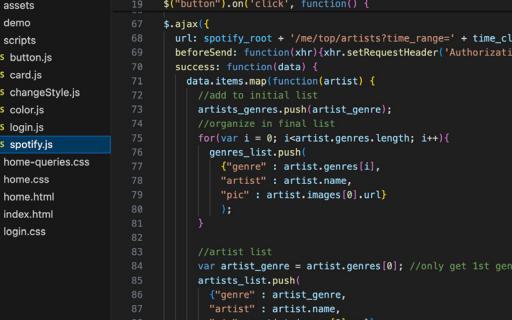
WIREFRAMES

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



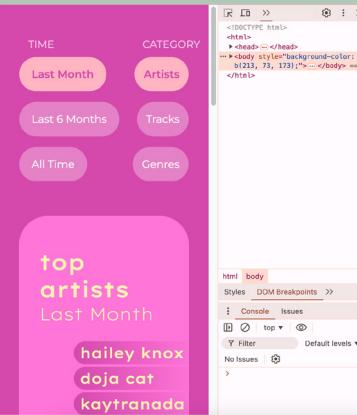
Metrics

My Dev Envrioment



The screenshot shows a code editor interface with a sidebar on the left containing a file tree. The tree includes a 'RIBBON' section, a 'scripts' folder containing 'button.js', 'card.js', 'changeStyle.js', 'color.js', 'login.js', and 'spotify.js', and files 'home.css', 'home.html', and 'index.html'. The 'button.js' tab is currently active, displaying the following JavaScript code:

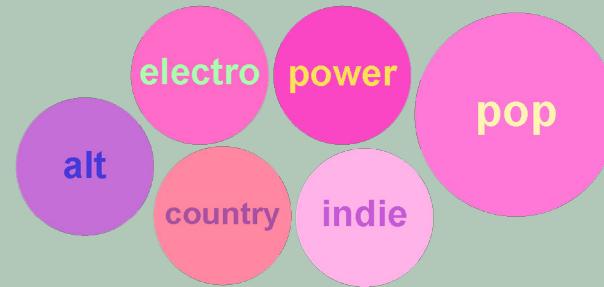
```
$(document).ready(function() {
    $('#button').on('click', function() {
        $.ajax({
            url: 'https://api.spotify.com/v1/me/top/artists?time_range=' + time_class,
            beforeSend: function(xhr){xhr.setRequestHeader("Authorization", "Bearer " + token)},
            success: function(data) {
                data.items.map(function(artist) {
                    //add to initial list
                    artists_genres.push(artist.genre);
                    //organize in final list
                    for(var i = 0; i<artist.genres.length; i++){
                        genres_list.push(
                            {"genre": artist.genres[i],
                            "artist": artist.name,
                            "pic": artist.images[0].url
                            });
                    }
                })
                //artist list
                var artist_genre = artist.genres[0]; //only get 1st genre
                artists_list.push(
                    {"genre": artist_genre,
                    "artist": artist.name,
                    "pic": artist.images[0].url
                    });
            }
        });
    });
});
```



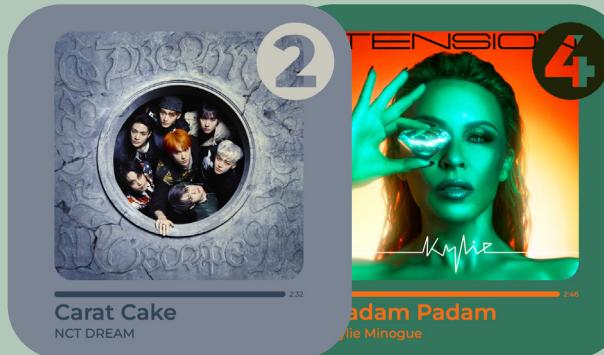
COLOR DESIGN

1. Assigned genre colors.
 2. For **genre and artist cards**, get corresponding genre colors & 1-3 other complementary colors.
 3. For **track cards**, get 3 contrasting colors from cover art. Previously, I tried (and failed) to get the genre of the tracks' artist.

Genre Colors



Track Cards

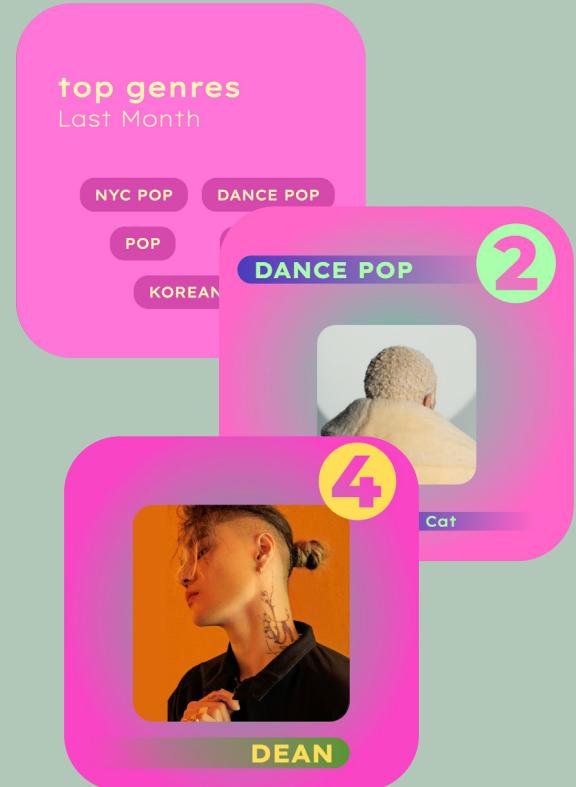


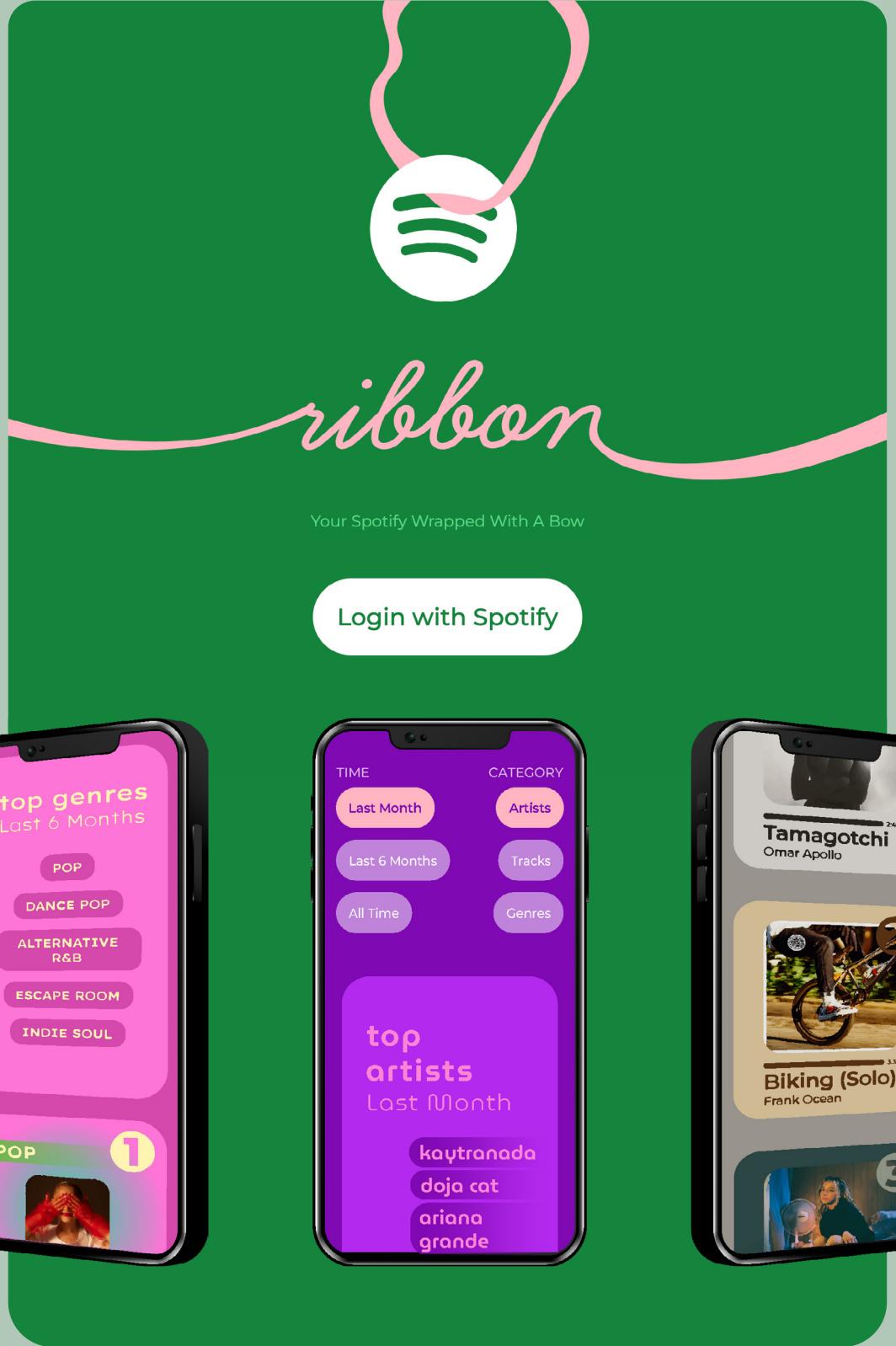
DEVELOPMENT

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.

Genre & Artist Cards





FINAL FEATURES

1. Redirected Spotify account login.
2. Customized graphics using user's Spotify listening data.
3. Customized eyedropper color algorithm from cover image.
4. Smooth fade-in/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.

POSTERS

MY TASKS

Graphic Design

Illustration

PROGRAMS USED

Illustrator

Photoshop

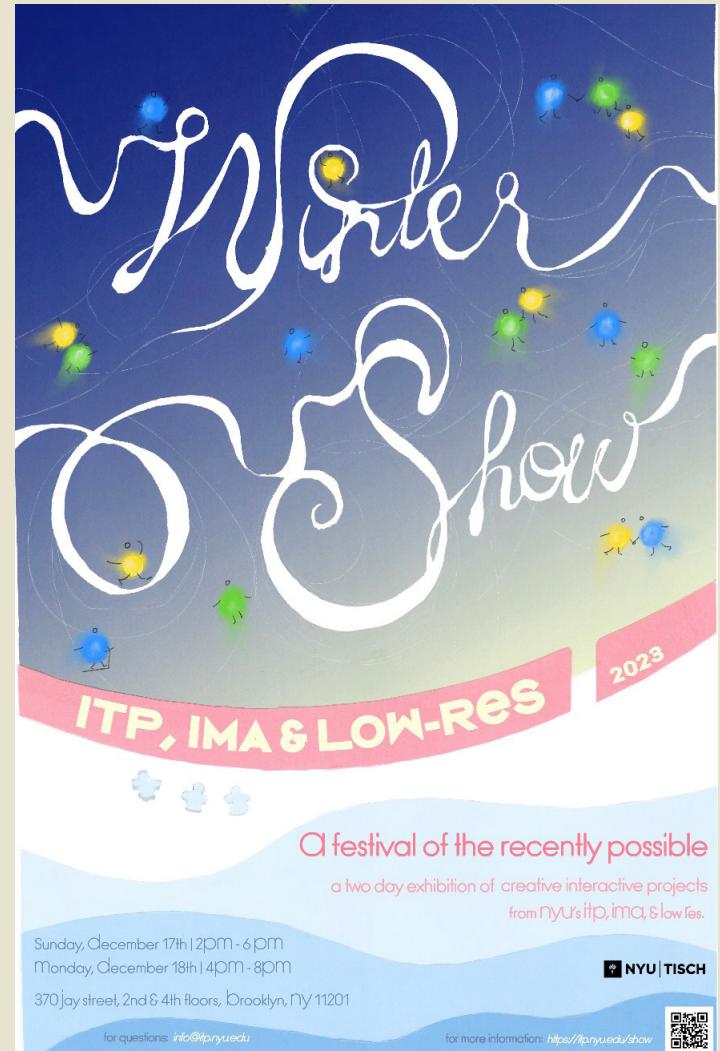
Procreate



Really Insane Party

2024

Assignment for class *Typography and Technology*.



Winter Show

2023

Made for NYU's IMA/ITP & Low-Res 2023
Winter Show.

POSTERS

MY TASKS

Graphic Design

Illustration

PROGRAMS USED

Illustrator

Photoshop

Procreate



Rush Hour Anxiety

2024

Promotional print posters for game

Rush Hour Anxiety.

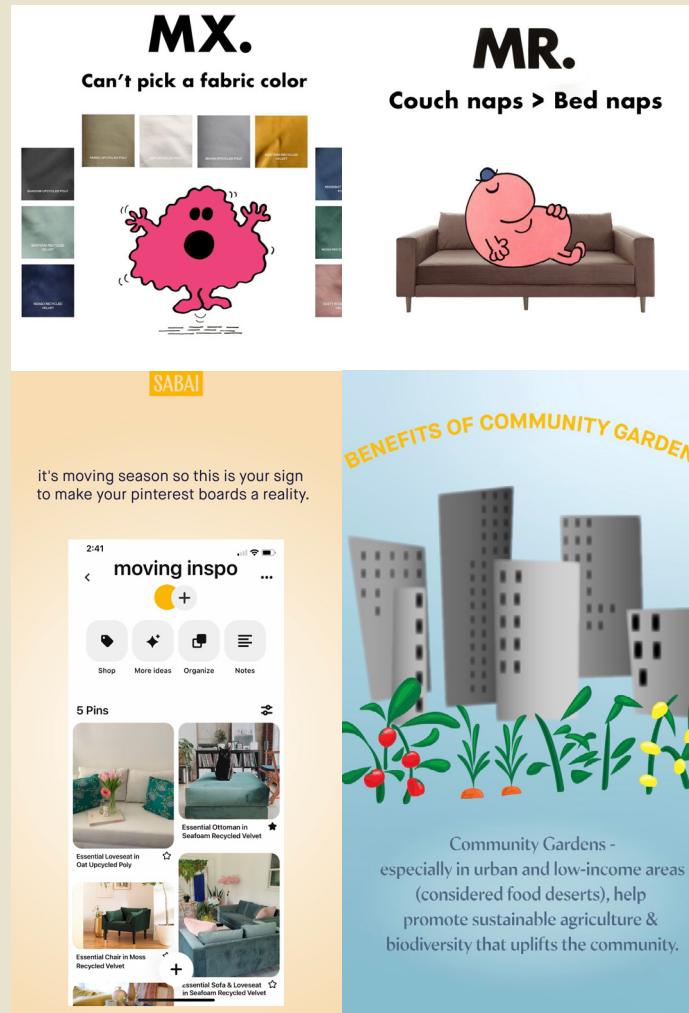
CONTENT CREATION

MY TASKS

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

PROGRAMS USED

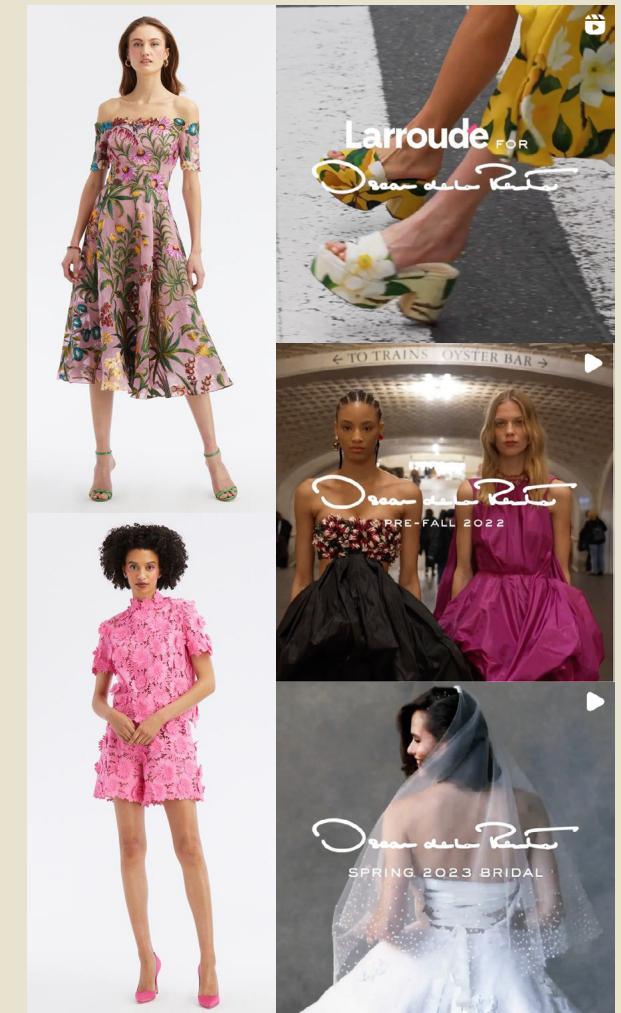
- Illustrator
- Photoshop
- InDesign
- After Effects



Sabai Design

2022

Pitched and created content including posts, stories, and videos.



Oscar de la Renta

2022

Retouched product photos and edited videos/motion graphics.

玉

THANK
YOU!

 JADE2U.GITHUB.IO/PORTFOLIO

 JADEWTU@GMAIL.COM