

2025



JADE TU

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# 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



## 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

## + MISC. PROJECTS



UI DESIGN

# 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

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

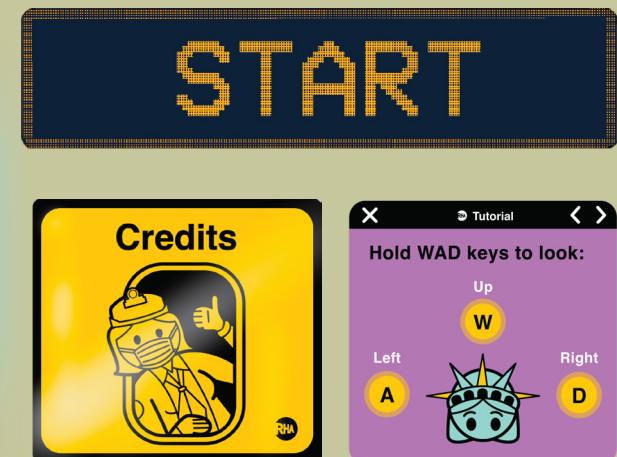
### References



## 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



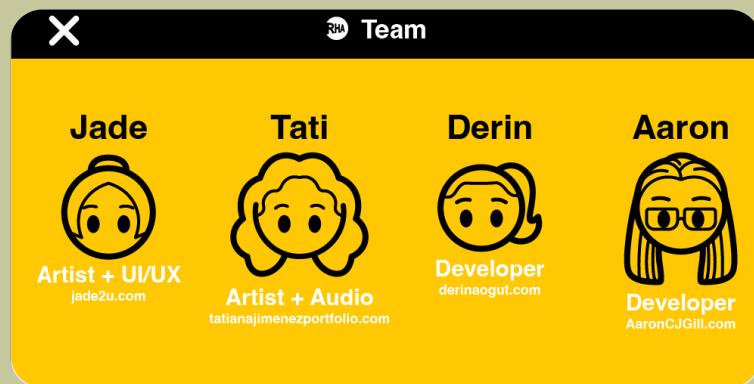
### Example Screens





## ASSET SET

Pop-up



Button



Logo



## SCREENS





## • BRANDING

# 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





# 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

**Artists**

| All Time      | Current            |
|---------------|--------------------|
| 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

### Receiptify

**RECEIPTIFY**  
LAST MONTH

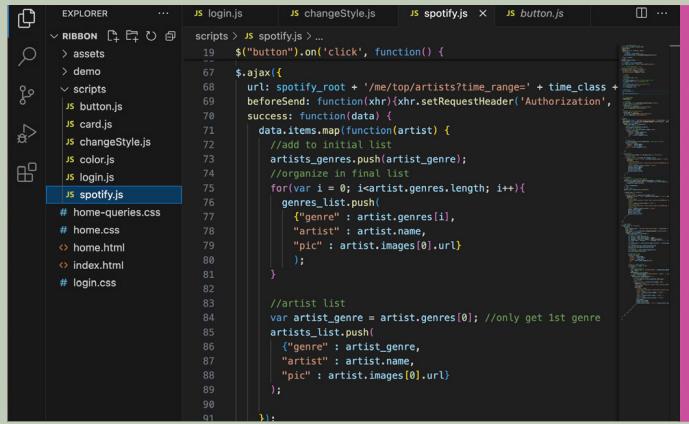
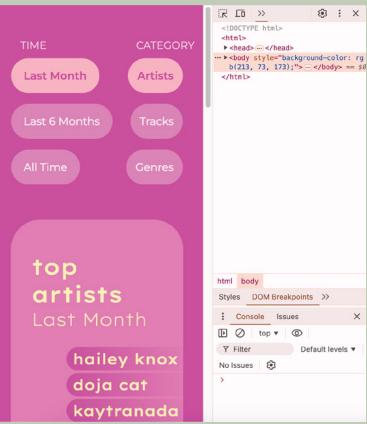
ORDER #0001 FOR [REDACTED]  
THURSDAY, NOVEMBER 10, 2022

| 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  |

## 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.

The wireframes show a minimalist design with a white background and rounded corners. A large green ribbon graphic with a white Spotify logo is centered at the top. Below it is a green card with the text "ribbon" and "Your Spotify Wrapped with a Bow". To the right are three main sections: "top artists" (red), "top tracks" (purple), and "top genres" (pink). Each section has a title, a list of items, and a "Login with Spotify" button. At the bottom, there are three smaller cards: "1. rosalia", "1. Angels in Tibet", and "1. POP Your Top Pop Artists". Each card includes a small image, a rank, and a list of names.

```

EXPLORER ... JS login.js JS changeStyle.js JS spotify.js JS button.js ...
RIBBON D O P
scripts > JS spotify.js ...
scripts > assets
> demo
> scripts
JS button.js
JS card.js
JS changeStyle.js
JS color.js
JS login.js
JS spotify.js
# home-queries.css
# home.css
home.html
index.html
# login.css
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    });

```

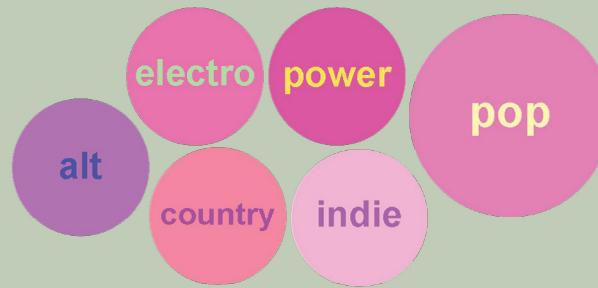
## DEVELOPMENT

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.

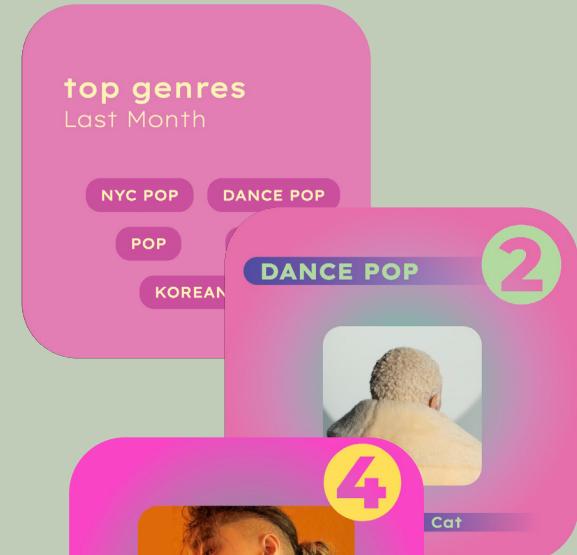
## COLOR DESIGN

- 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.

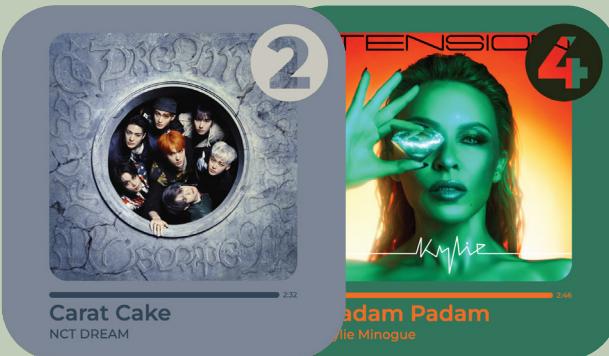
### 1. Genre Colors



### 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



MISC.

# POSTERS

## MY TASKS

Graphic Design

Illustration

## PROGRAMS USED

Illustrator

Photoshop

InDesign

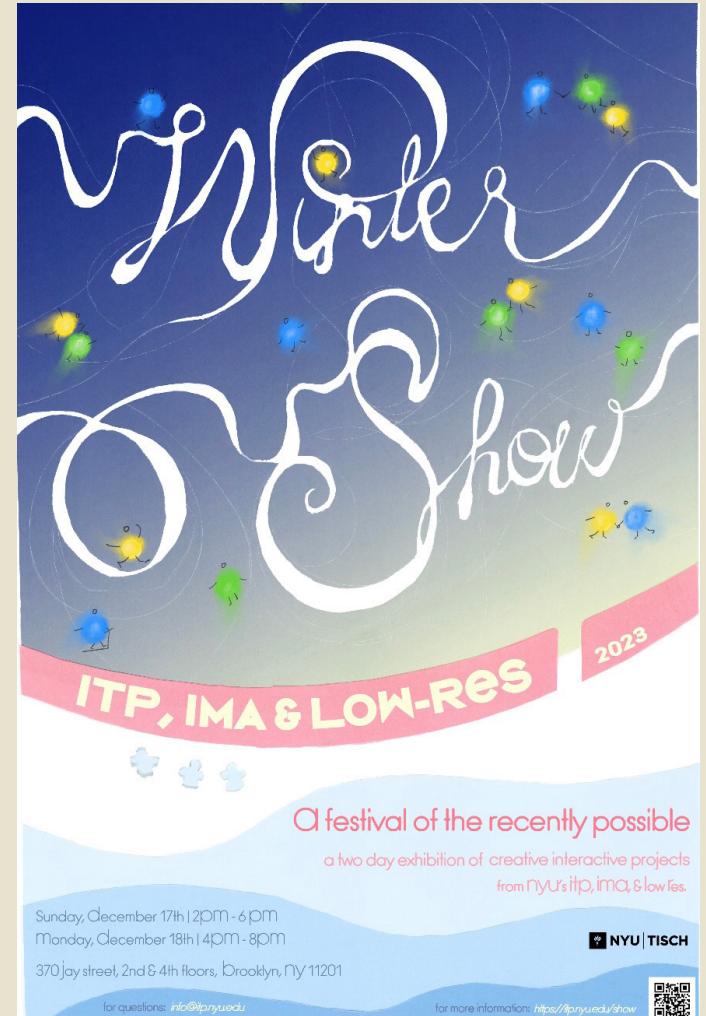
Procreate



## Really Insane Party

2024

Assignment for class  
Typography and Technology..



## Winter Show

2023

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



The poster features a yellow background with a black rounded rectangle containing three rows of icons. Each row shows two stylized characters (a woman and a man) interacting with a smartphone. The first row is labeled "Bad.", the second "Better.", and the third "Best.". In the "Bad." row, they are looking at each other. In the "Better." row, they are looking at the phone. In the "Best." row, they are looking away from each other. Below the icons is a QR code and the text "Be Better. Play Rush Hour Anxiety." followed by a URL.

Bad.

Better.

Best.

Be Better. Play Rush Hour Anxiety.  
<https://derin-ogut.itch.io/rush-hour-anxiety>

RHA

The poster features a yellow background with a black rounded rectangle containing three stylized characters (a woman, a man, and a dog) looking at a smartphone. Above them is the text "Don't be that person." Below the characters is a QR code and the text "Play Rush Hour Anxiety instead." followed by a URL. A small RHA logo is in the bottom right corner.

Don't be  
that person.

Play Rush Hour Anxiety instead.  
<https://derin-ogut.itch.io/rush-hour-anxiety>

RHA

## Rush Hour Anxiety

2024

Promotional print posters for  
game *Rush Hour Anxiety*.



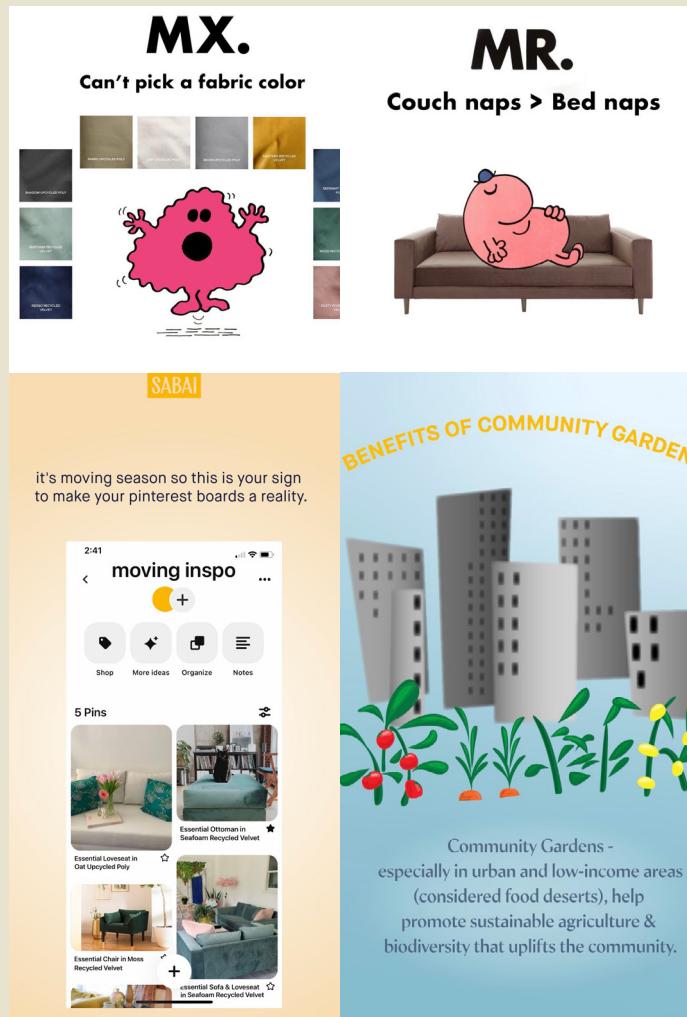
# CONTENT CREATION

## MY TASKS

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

## PROGRAMS USED

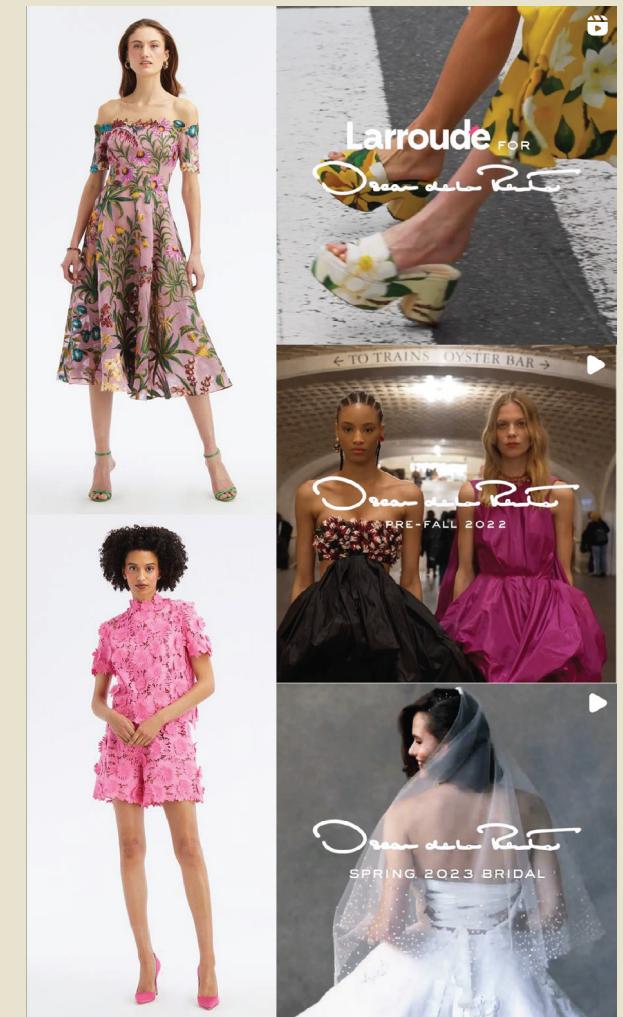
- Illustrator
- Photoshop
- InDesign
- After Effects



## Sabai Design

2022

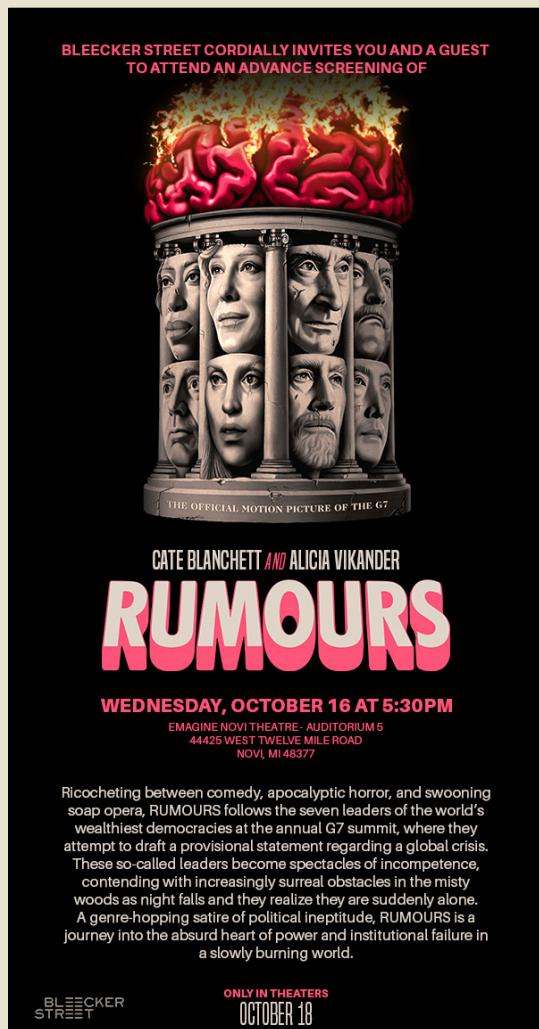
Designed and animated graphics for social content.



## Oscar de la Renta

2022

Retouched product images.  
Edited videos and motion graphics.



Bleecker Street Media

2022

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



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