

2025



JADE TU

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

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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	STRENGTHS
 	Design Thinking Wireframing Prototyping Content Creation	Branding & Identity UI Design Web Design & Development
 	Research & 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



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.

ICONS

Default



1. Direction



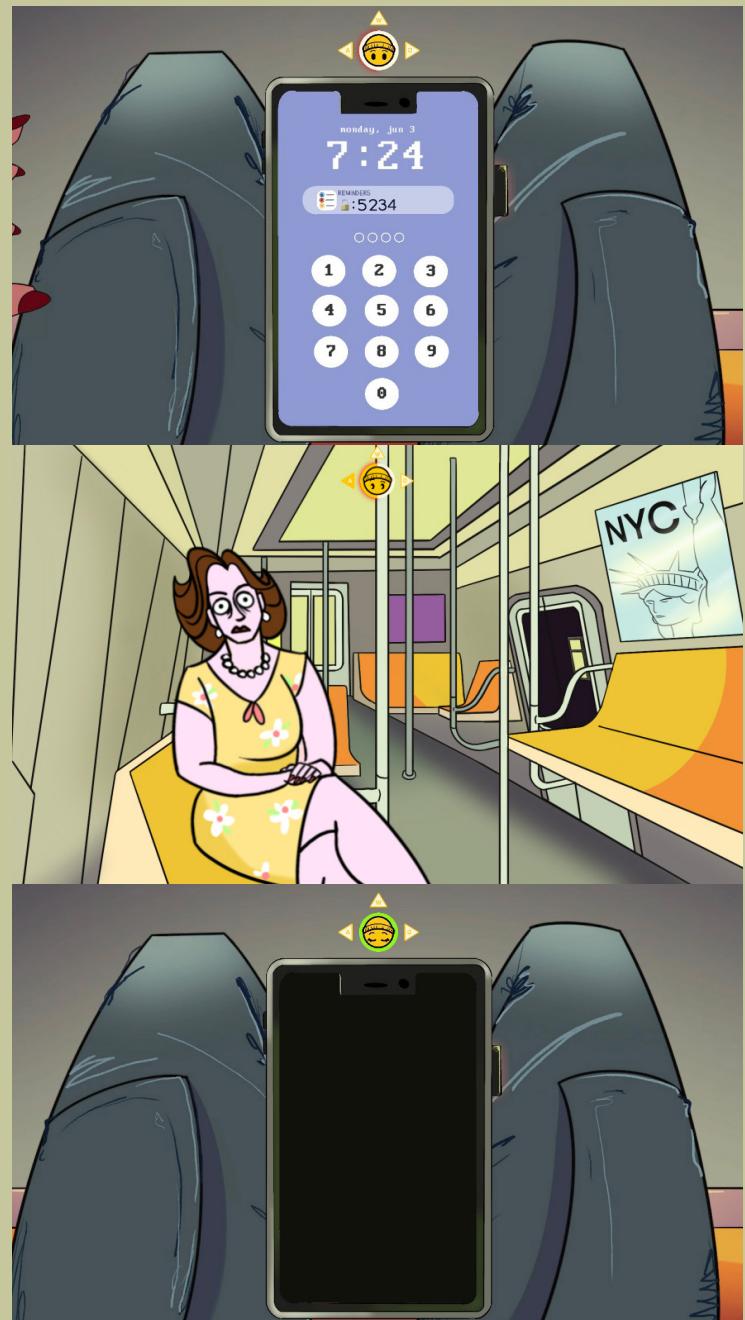
2. Enemy



3. Combat



EXAMPLE SCREENS



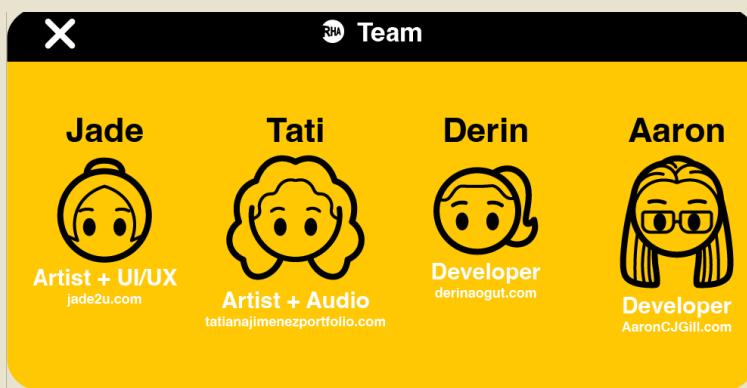


ASSET SET

Button



Pop-up



Logo



SCREENS





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

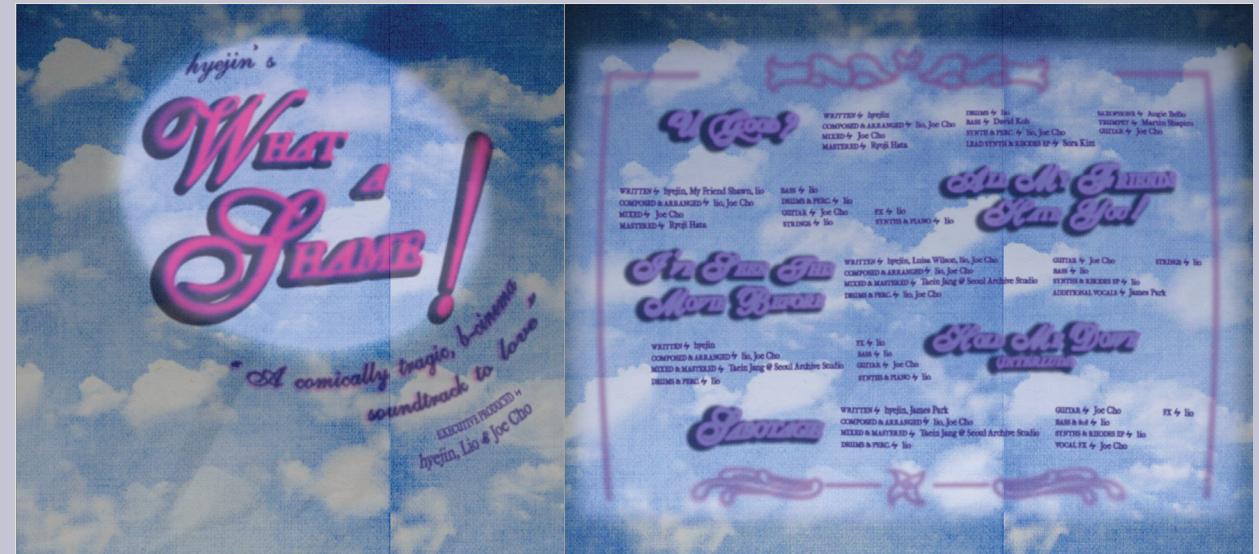
After speaking with Hyejin, I learned about her love for early 2000's R&B/Soul artists like Amy Winehouse and Norah Jones. We decided to combine Y2K and vintage aesthetics to reflect **Hyejin's current sound and her nostalgic influences.**

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 PHOTO SHOOT





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

All Time Current

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

2023 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 main dashboard with a central Spotify logo and a "ribbon" graphic. Below the ribbon are three large cards: "top artists" (red), "top tracks" (purple), and "top genres" (pink). Each card has a list of items and a "Login with Spotify" button. The "top artists" card lists: red velvet, amarae, amy winehouse, rihanna, rosalia. The "top tracks" card lists: 1. Angels in Tibet, 2. Underwater, 3. True Romance, 4. Want Some More, 5. 2Night. The "top genres" card lists: POP | R&B | DANCERPOP URBAN CONTEMPORARY | R&B. At the bottom of each card are three smaller cards for "All Time", "Last Month", and "Last 6 Months" with "Artists", "Tracks", and "Genres" filters.



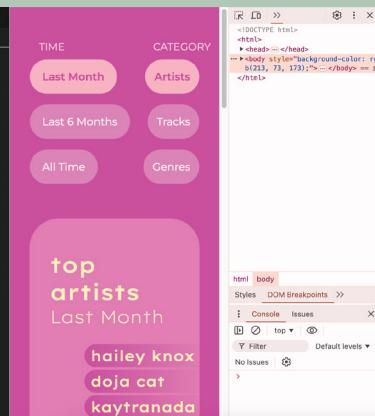
My Dev Environment

```

EXPLORER   ...
JS login.js  JS changeStyle.js  JS spotify.js  JS button.js  ...
RIBBON  ⌘ ⌘ ⌘ ⌘ ⌘
> 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
  
```

```

scripts > JS spotify.js > ...
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        success: function(data) {
71          data.items.map(function(artist) {
72            //add to initial list
73            artists_genres.push(artist.genre);
74            //organize in final list
75            for(var i = 0; i<artist.genres.length; i++){
76              genres_list.push(
77                {'genre': artist.genres[i],
78                 "artist": artist.name,
79                 "pic": artist.images[0].url});
80            }
81          }
82
83          //artist list
84          var artist_genre = artist.genres[0]; //only get 1st genre
85          artists_list.push(
86            {"genre": artist_genre,
87             "artist": artist.name,
88             "pic": artist.images[0].url});
89
90        });
91      });
  
```



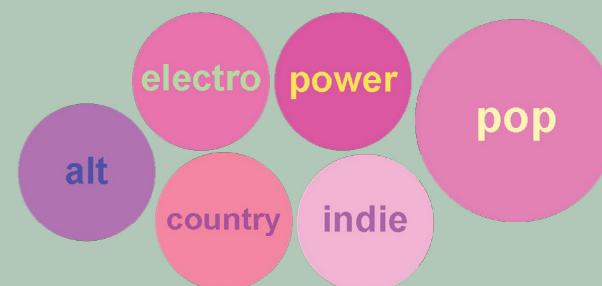
DEVELOPMENT

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.

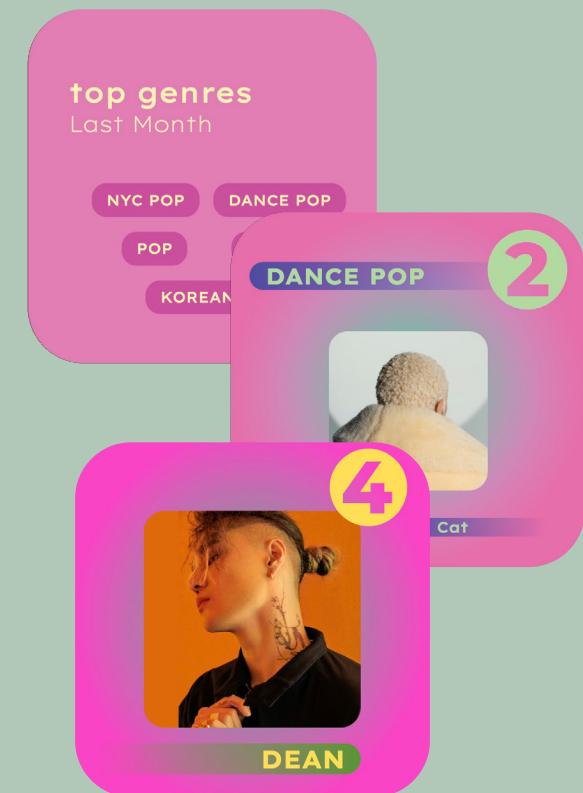
Genre Colors

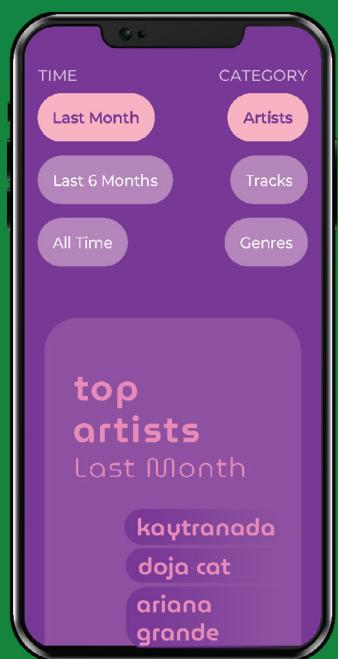
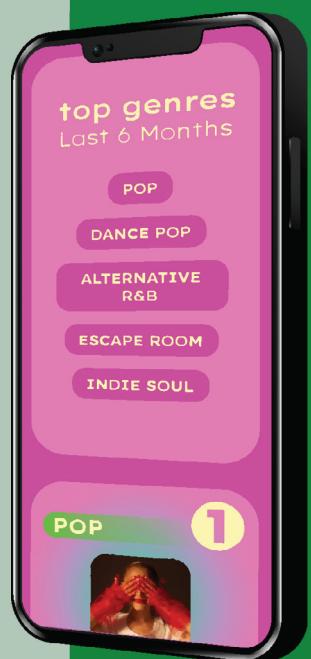
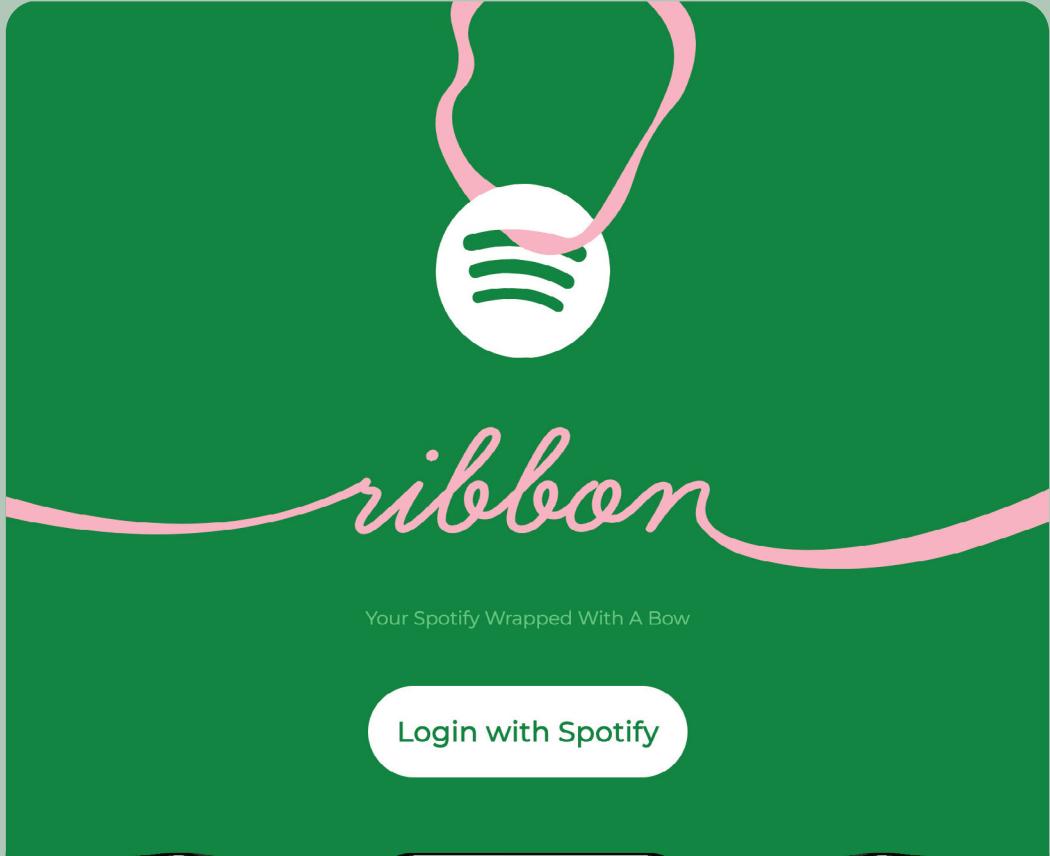


Track Cards



Genre & Artist 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 (DIGITAL)

MY TASKS

Graphic Design

Illustration

PROGRAMS USED

Illustrator

Photoshop

InDesign

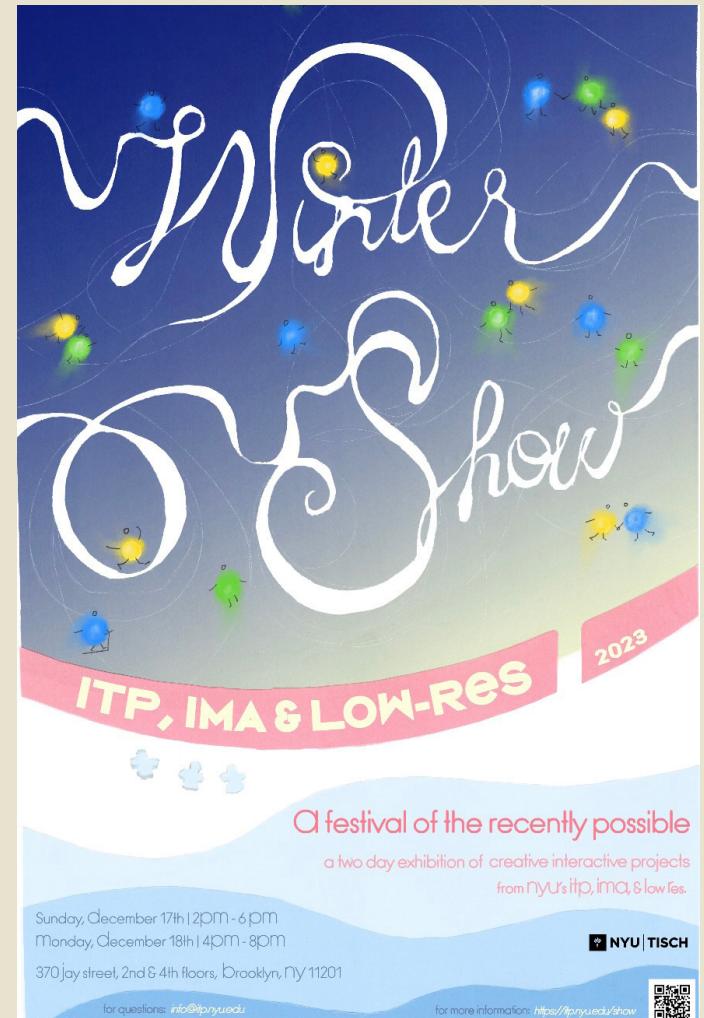
Procreate



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.



POSTERS (PRINT)

MY TASKS

Graphic Design

Illustration

PROGRAMS USED

Illustrator

Photoshop

InDesign

Procreate



Rush Hour Anxiety

2024

Promotional print posters for game *Rush Hour Anxiety*.



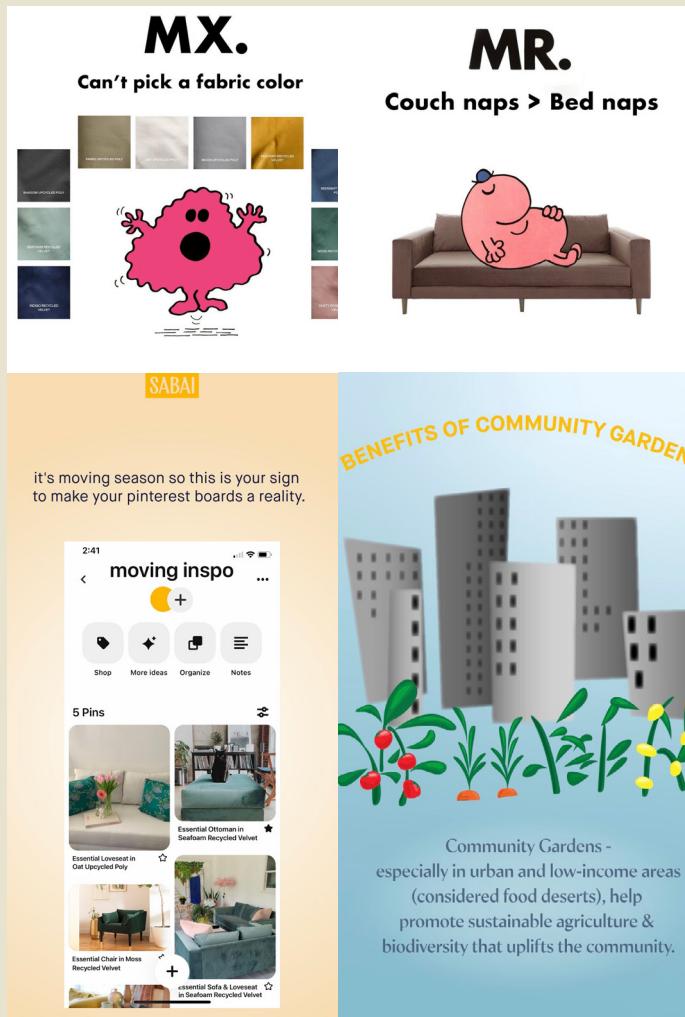
CONTENT CREATION

MY TASKS

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

PROGRAMS USED

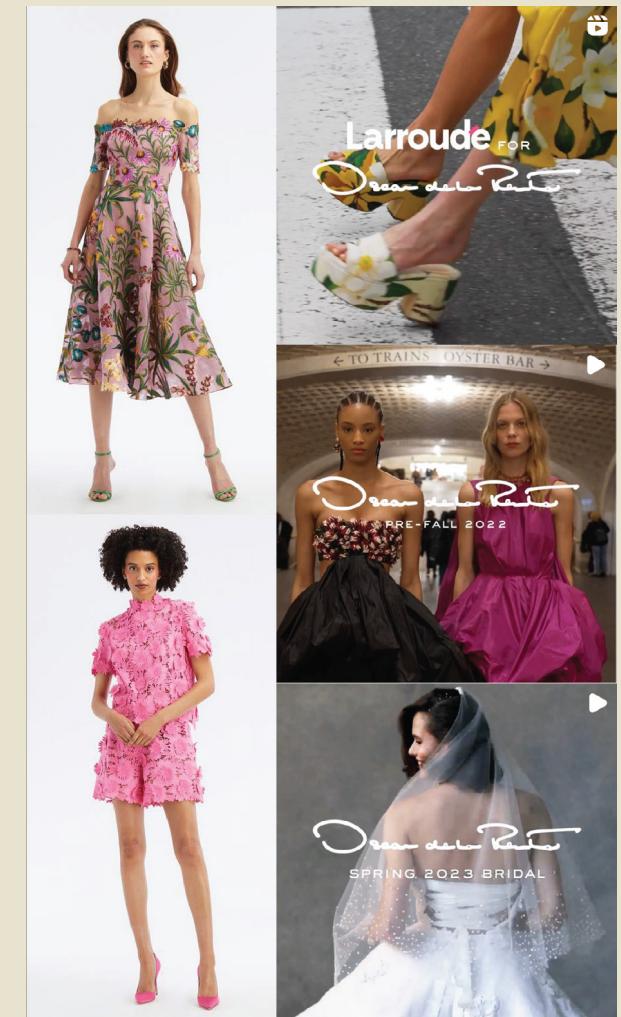
- Illustrator
- Photoshop
- InDesign
- After Effects



Sabai Design

2022

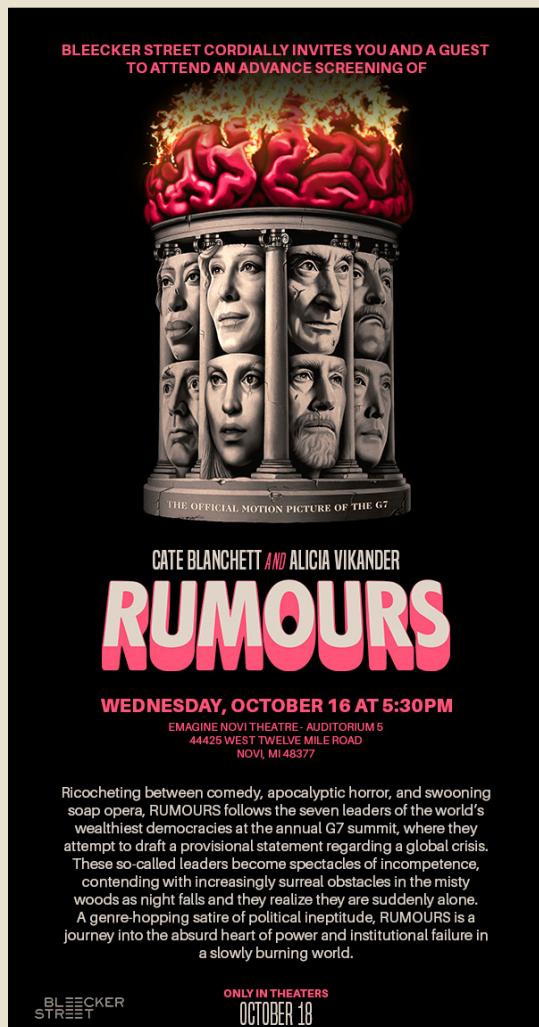
Designed and animated graphics for social content.



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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