

Jade Tu

Graphic Designer

WORK EXPERIENCE

Student Assistant

NYU Berkley Center for Entrepreneurship | June 2022 - August 2023

- Collaborated with team members to design and execute **4 cross-platform campaigns** promoting **over 20 startups** with original video content, blog posts, and email blasts
- Updated and improved branding style guides for digital and print media including a **2-page** Briefing Book template
- Curated digital Weekly Newsletter by proactively researching events, updating assets, and writing copy

Marketing Intern

Sabai Design | June 2022 - August 2022

- Developed original content for TikTok and Instagram reels amassing **over 10,000 views** and **~20% increase in interactions**
- Analyzed digital ad and social media performance data; summarized findings and pitched solutions in **3 comprehensive reports**
- Organized photo archives for ad, website, social media, and press use

Graphic Design Intern

Oscar de la Renta | January 2022 - May 2022


- Created engaging and professional decks for photoshoots and creative pitches
- Retouched images, animated motion graphics, and edited short-form videos for promotional content
- Assisted in styling, set design, and model scouting for **2 photoshoots**

PROJECT


Merchandising Director

WHAT A SHAME! by Hyejin | January 2023 - May 2023

- Led product design, development, and sales cycles for **3 products** in support of Hyejin's *WHAT A SHAME!* EP
- Facilitated artist-design-production collaboration by initiating meetings, conveying technical limitations, and performing quality assurance
- Designed graphics, edited digital mockups, and fabricated **4 physical samples** for each product
- Developed and ran Shopify site; managed SKUs, sales, and customer service

 jade2u.github.io/portfolio

 jadewtu@gmail.com

 [jadetu](#)

EDUCATION

New York University

September 2021 - January 2025

BFA, Interactive Media Arts

Minor in Business of Entertainment, Media, and Technology

Relevant Courses

- Web Design & Principles
- 3D Animation
- Digital Business Strategy
- Typography & Technology

AWARD

HackNYU Mini Hackathon

1st Place | 2023 | Gaming

TOOLS & SKILLS

Tools

- Figma
- Illustrator
- Photoshop
- After Effects
- Unity
- Maya

Design Skills

- Problem-solving
- Storytelling
- Wireframing
- High-fidelity Mockups
- UI Design
- Graphic Design
- Brand Design
- Design Systems
- Style Guides

Code

- CSS
- HTML
- JavaScript (p5.js, Three.js, jQuery)