

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

WHAT A SHAME!

Designed musician Hyejin's debut EP rollout.

Product Design & Development

RUSH HOUR ANXIETY

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

Game UI Design

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.

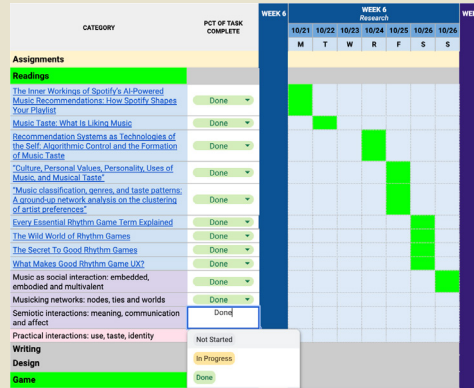
HYPOTHESIS

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.

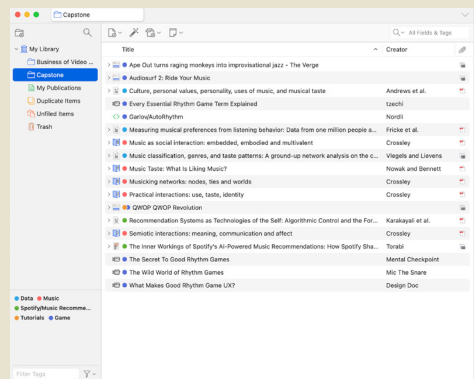
SOLUTION

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

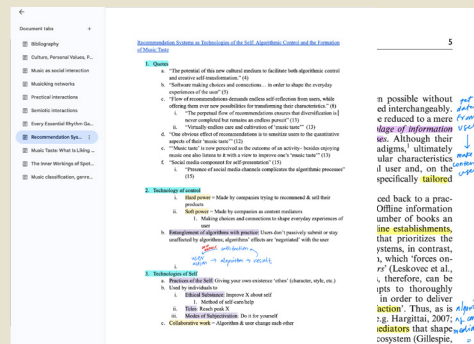
Gantt Chart



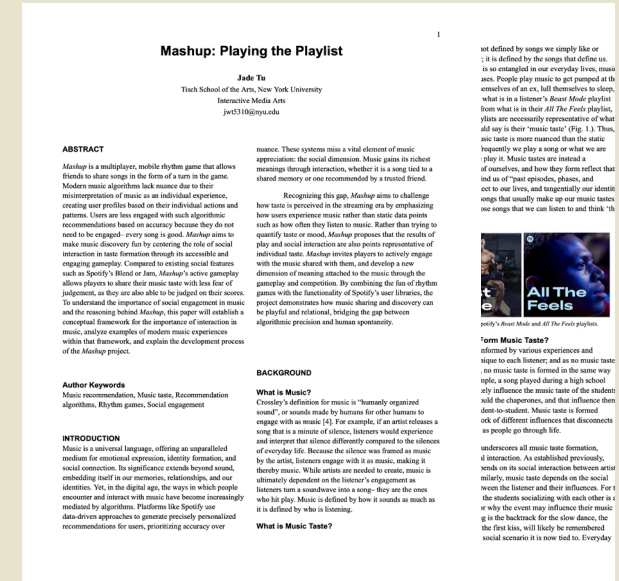
Zotero Archive



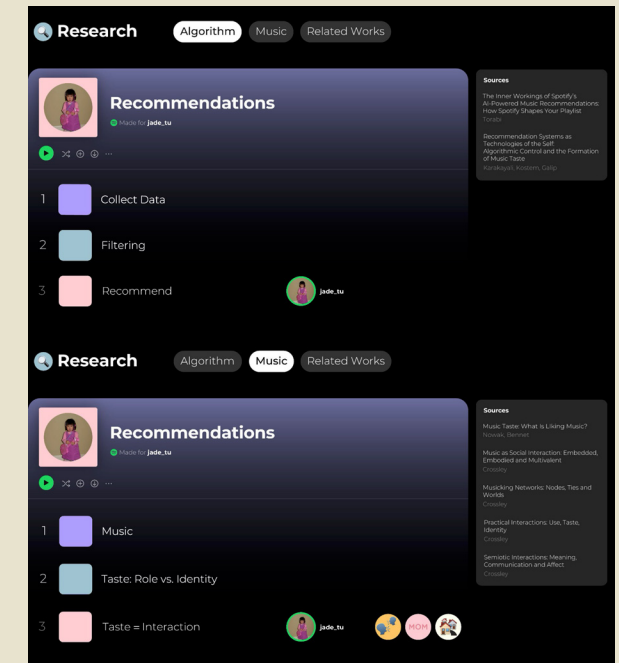
Notes



Final Essay



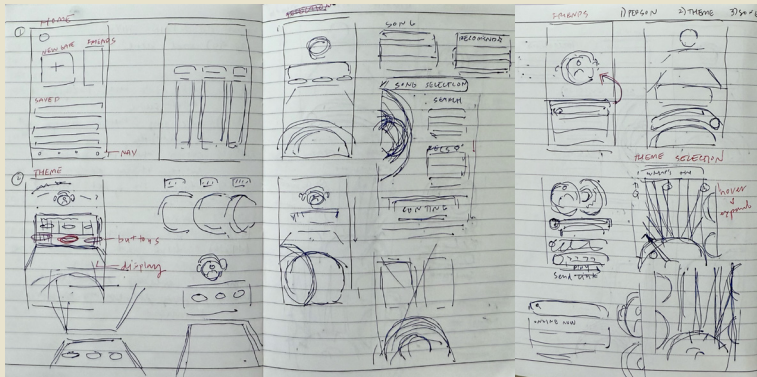
Final Presentation



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



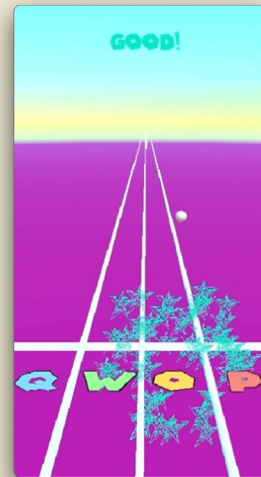
Figma



GAME DEVELOPMENT

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

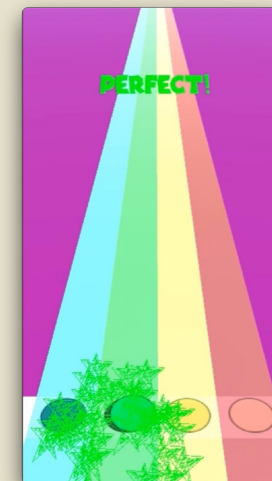
1. Basic Rhythm Game



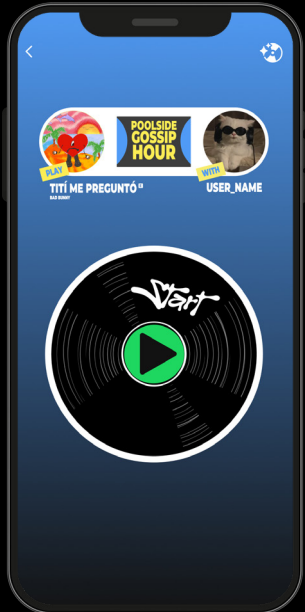
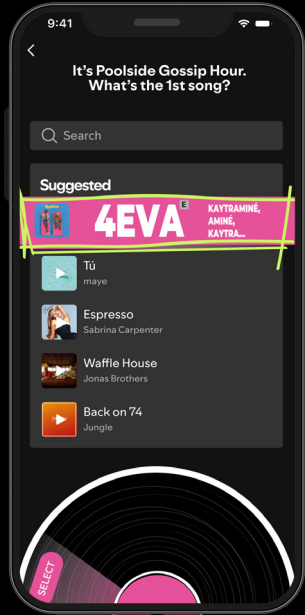
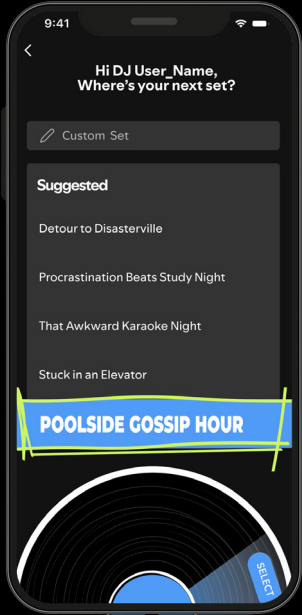
2. Touch Controls



3. Fixed Movement

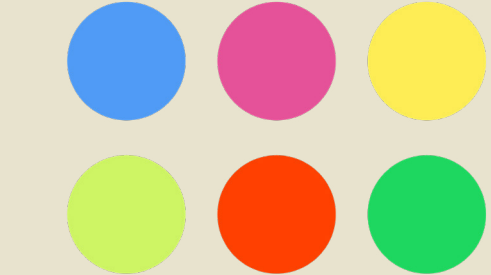
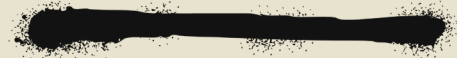


Mashup



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 Carby



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.

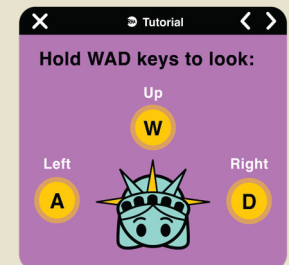
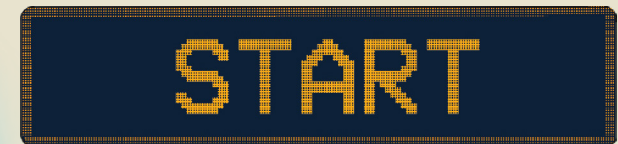
INDIVIDUAL STYLE

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.

References



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



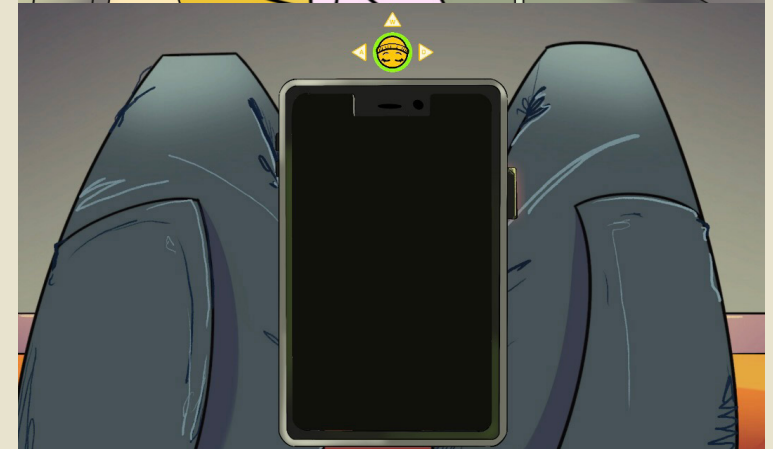
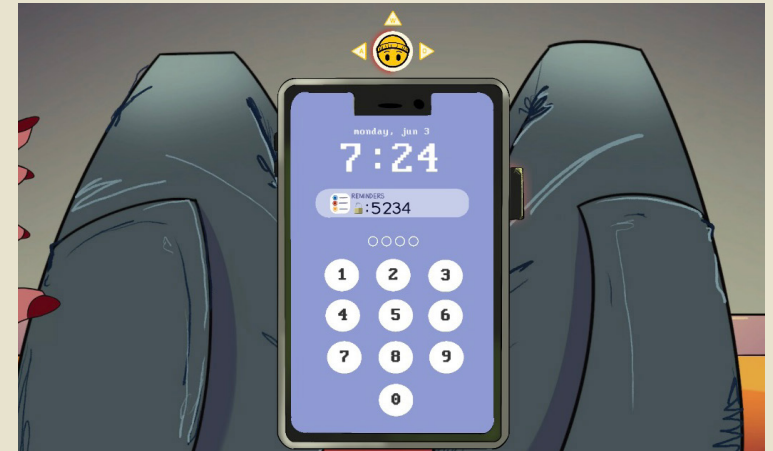
2. Enemy



3. Combat



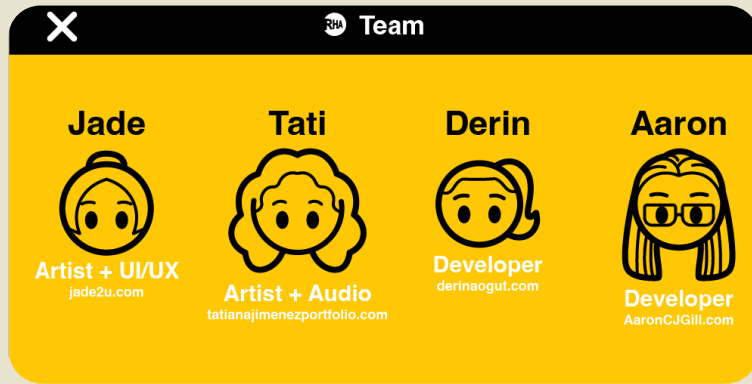
Example Screens



ASSET SET

SCREENS

Pop-up



Button



Logo





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.

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.

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

- Taylor Swift
- Conan Gray
- Olivia Rodrigo
- Gracie Abrams
- Sabrina Carpenter

My Top Song

Midnights

Anti-Hero
Taylor Swift

Total Streams
115

Date First Listened
January 1

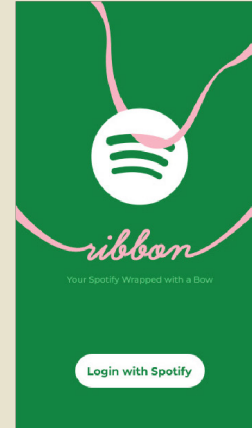
Spotify SPOTIFY.COM/WRAPPED

Receiptify

RECEIPTIFY
LAST MONTH

ORDER #0001 FOR ██████████
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



All Time Last Month Last 6 Months All Time Last Month Last 6 Months All Time Last Month Last 6 Months

Artists Tracks Genres Artists Tracks Genres Artists Tracks Genres

top artists

red velvet
amaarae
amy winehouse
rihanna
rosalia

top tracks

- Angels in Tibet
- Underwater
- True Romance
- Want Some More
- 2Night

POP | R&B | DANCEPOP
URBAN CONTEMPORARY | R&B

top genres

All Time Last Month Last 6 Months All Time Last Month Last 6 Months All Time Last Month Last 6 Months

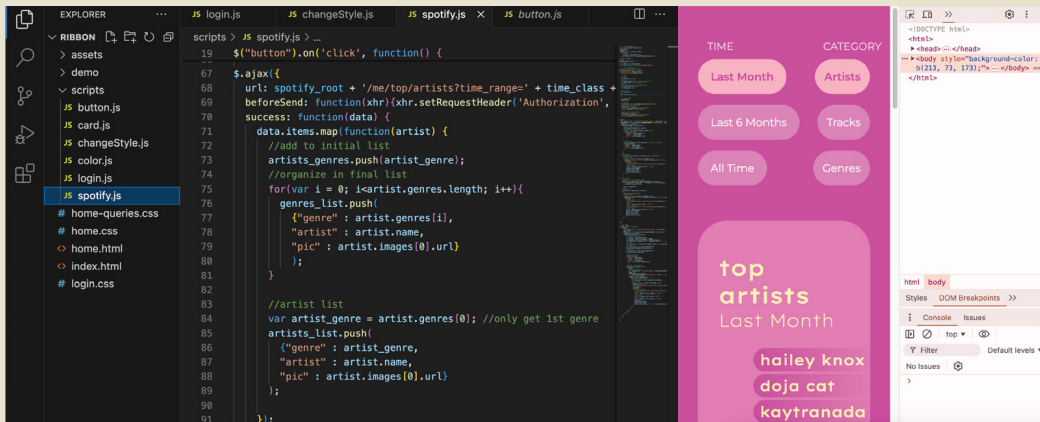
Artists Tracks Genres Artists Tracks Genres Artists Tracks Genres

rosalia

Angels in Tibet
Amaarae

POP
Your Top Pop Artists

Taylor Swift
Rihanna
True Romance
Rosalia
Doja Cat



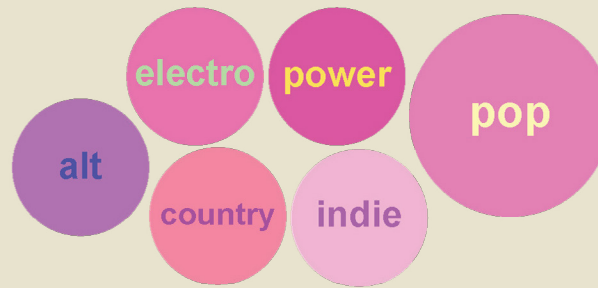
DEVELOPMENT

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

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

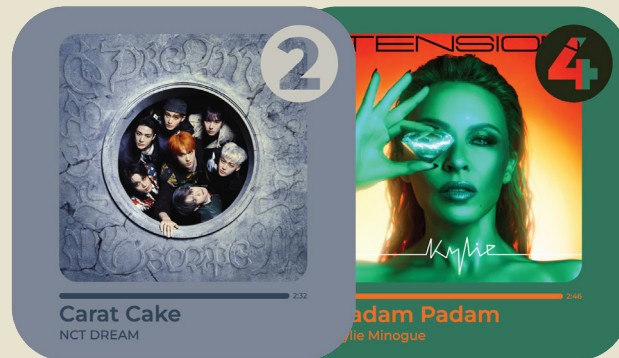
1. Genre Colors

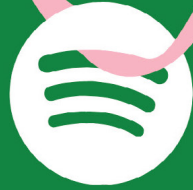


2. Genre & Artist Cards



3. Track Cards

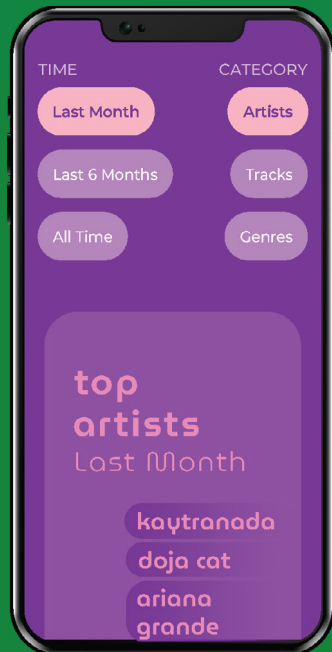
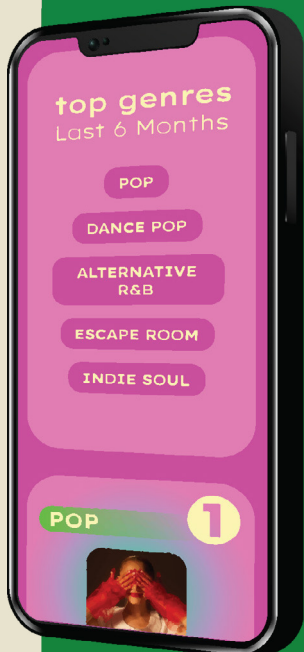




ribbon

Your Spotify Wrapped With A Bow

Login with Spotify



FINAL FEATURES

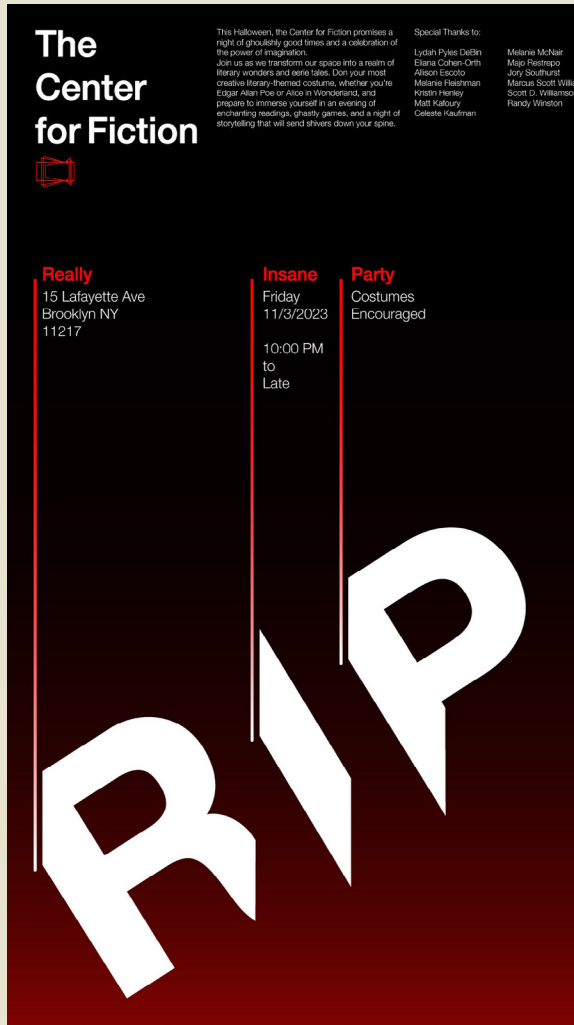
1. Successful integration and organization of API data
2. Customized graphics using user's Spotify listening history, including genre-specific fonts and color palettes.
3. Smooth fade-in and fade-out transitions

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:

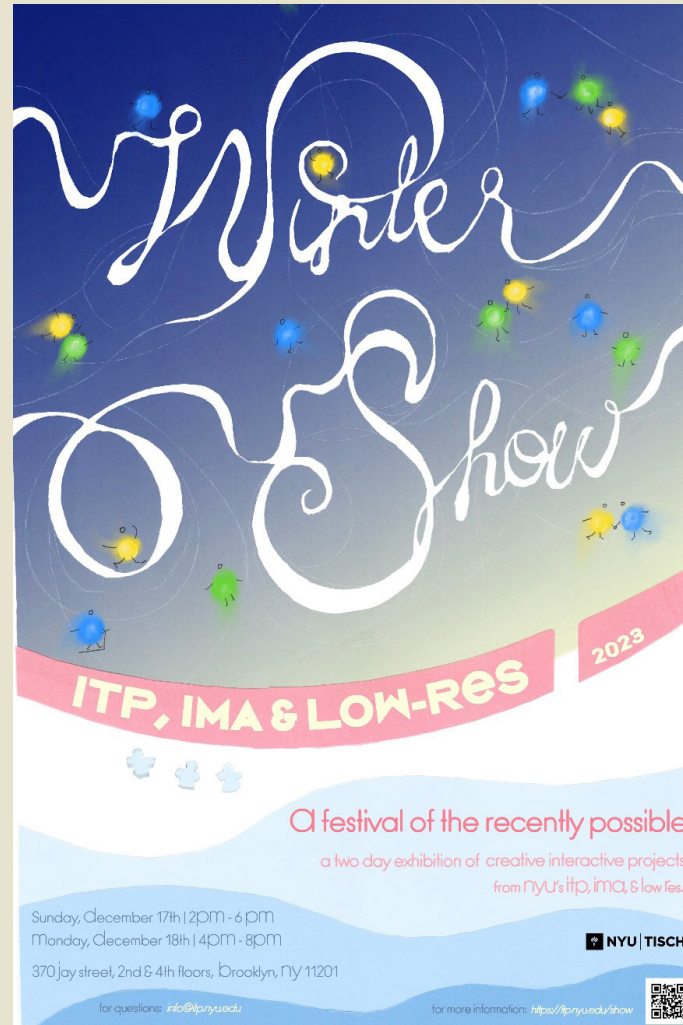
- Get quota extension
- Card carousel
- Improve style/color diversity & legibility
- Shareable/downloadable assets



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

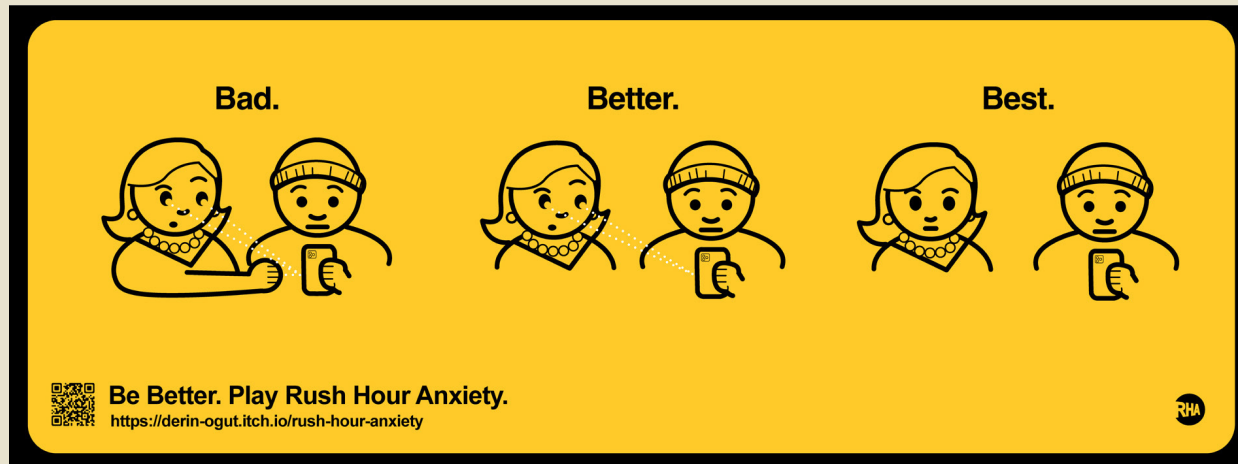
PROGRAMS USED

Illustrator

Photoshop

InDesign

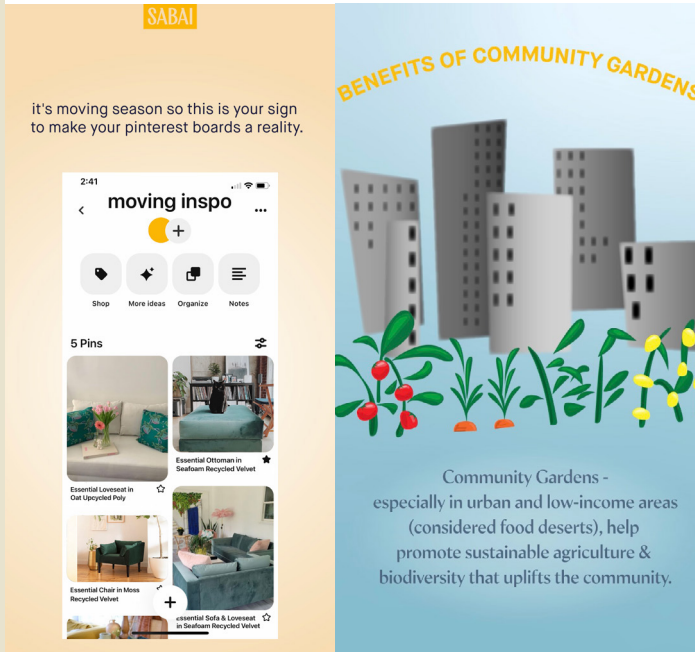
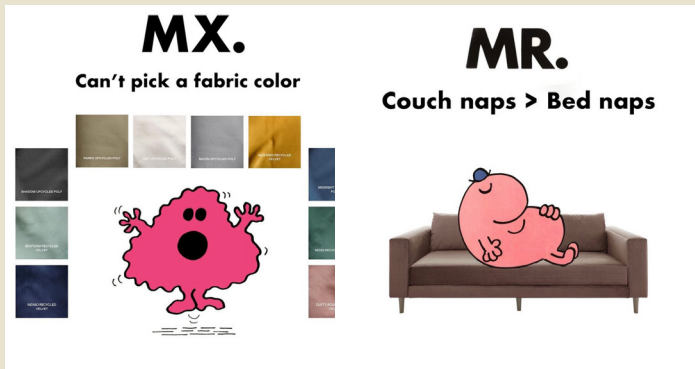
Procreate



Rush Hour Anxiety

2024

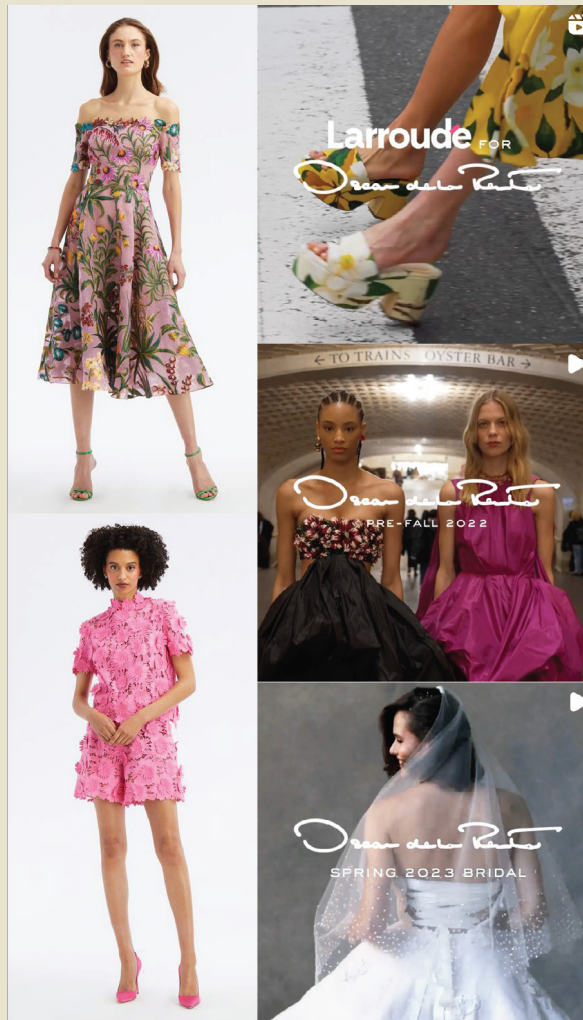
Promotional print posters for
game *Rush Hour Anxiety*.



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 CORDIALLY INVITES YOU AND A GUEST TO ATTEND AN ADVANCE SCREENING OF



THE OFFICIAL MOTION PICTURE OF THE G7

CATE BLANCHETT AND ALICIA VIKANDER

RUMOURS

WEDNESDAY, OCTOBER 16 AT 5:30PM

EMAGINE NOVI THEATRE - AUDITORIUM 5
44425 WEST TWELVE MILE ROAD
NOVI, MI 48377

Ricocheting between comedy, apocalyptic horror, and swooning soap opera, RUMOURS follows the seven leaders of the world's wealthiest democracies at the annual G7 summit, where they attempt to draft a provisional statement regarding a global crisis. These so-called leaders become spectacles of incompetence, contending with increasingly surreal obstacles in the misty woods as night falls and they realize they are suddenly alone. A genre-hopping satire of political ineptitude, RUMOURS is a journey into the absurd heart of power and institutional failure in a slowly burning world.

BLEECKER STREET ONLY IN THEATERS OCTOBER 16



BLEECKER STREET CORDIALLY INVITES YOU AND A FRIEND TO AN ADVANCE SCREENING OF

ACADEMY AWARD® NOMINEE RALPH FIENNES ACADEMY AWARD® WINNER JULIETTE BINOCHÉ


THE RETURN

WEDNESDAY, DECEMBER 4 AT 5:30 PM

EMAGINE NOVI THEATRE - AUDITORIUM II
44425 WEST TWELVE MILE ROAD
NOVI, MI 48377

After 20 years away, Odysseus (Fiennes) washes up on the shores of Ithaca, haggard and unrecognizable. The King has returned from the Trojan War, but much has changed in his kingdom. His beloved wife Penelope (Binoche) is a prisoner in her own home, hounded by suitors vying to be king. Their son Telemachus faces death at the hands of these suitors, who see him as merely an obstacle to their pursuit of the kingdom. Odysseus has also changed—scarred by his experience of the Trojan war, he is no longer the mighty warrior from years past—but he must rediscover his strength in order to win back all he has lost.

R ONLY IN THEATERS DECEMBER 6 BLEECKER STREET



trying to find my way back to the adults table but I'm already 5 glasses deep 🍷

▶ 10.9K

▶ 340.7K

subtle foreshadowing 🍷

▶ 2535

Bleecker Street Media

2024

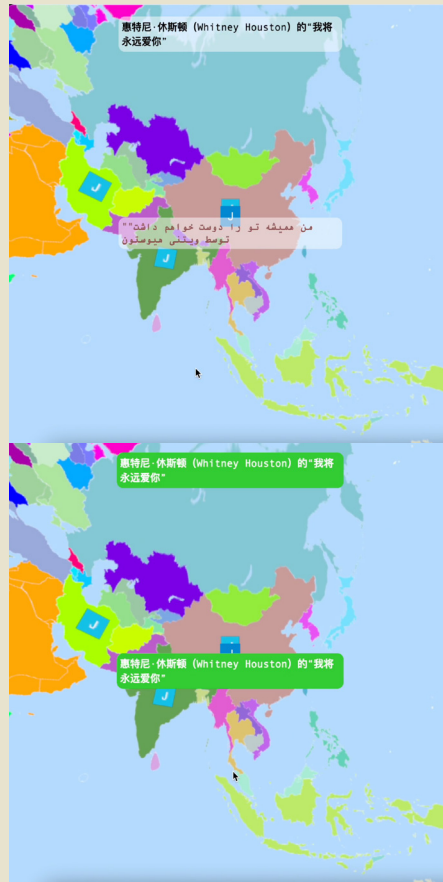
Designed invitations for special screenings and events.
Sourced audio, edited video, and wrote copy for video content.



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!**

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

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