

JADEN YO-ECO

CREATIVE DIRECTOR | PRODUCT DEVELOPMENT | BRAND & CAMPAIGN STRATEGY

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PROFILE

Multidisciplinary creative and product-development leader with 6+ years taking ideas from research and concept through design, manufacturing, campaign launch, and audience growth. Co-founded and scaled NOSTALGIA into a nationally recognized Filipino-American apparel brand, combining brand strategy, technical product execution, content, partnerships, e-commerce, and live experiences. Known for hands-on ownership, cultural storytelling, organized cross-functional execution, and building commercially effective creative work.

SELECTED IMPACT

6+ years creative leadership | **\$2M+** e-commerce revenue | **130K+** brand audience | **NFL Origins** Super Bowl LX collaboration

EXPERIENCE

NOSTALGIA | Co-Founder, Creative Director & Head of Product Development | Aug 2019-Present

- Lead the complete brand and product lifecycle for seasonal apparel: research, assortment planning, design, CADs, tech packs, BOMs, artwork, costing, sourcing, overseas factory communication, sampling, approvals, quality control, and commercial launch.
- Built the visual identity and campaign system across packaging, e-commerce, social, photography, film, retail presentations, live events, and collaborations; direct designers, photographers, filmmakers, artists, manufacturers, and marketing partners.
- Led the NOSTALGIA x NFL Origins collection for Super Bowl LX from concept through product development and campaign launch, including event creative and BAY-NOMICS 101, narrated by P-Lo, within league guidelines.
- Grew the brand to 130K+ followers and \$2M+ in e-commerce revenue through product storytelling, content strategy, community engagement, launches, and partnerships; earned recognition from Vogue Philippines, Complex, NBC Bay Area, CBS News, KQED Arts, and the NFL.

SHOE PALACE | Product Design Development Assistant | May 2026-Present

- Support licensed and private-label apparel from concept through production by preparing CADs, specifications, artwork placements, colorways, trims, and construction documentation.
- Review fit and production samples, communicate revisions and approvals with overseas factories, and coordinate with design, merchandising, and production teams to keep styles accurate and launch-ready.

KARRI | Tour Manager & Creative Operations | Jul 2025-Present

- Coordinate venues, promoters, vendors, production teams, schedules, budgets, merchandise, settlements, and live-event execution across a 15-show North American tour while supporting artist storytelling and campaign assets.

INDEPENDENT | Graphic Designer, Creative Producer & Brand Consultant | Mar 2021-Present

- Develop brand identities, campaign concepts, apparel graphics, product presentations, content, launch assets, and creative workflows for fashion labels, artists, and culture-led projects.

CORE SKILLS & TOOLS

Creative & Marketing: Creative direction, brand systems, campaign strategy, graphic design, photography and video direction, social strategy, content creation, e-commerce storytelling, partnerships

Product & Operations: Apparel design, assortment planning, CADs, tech packs, BOMs, costing, sourcing, factory communication, sampling, approvals, quality control, production timelines, event and tour operations

Tools: Adobe Illustrator, Photoshop, InDesign, Figma, Canva, CapCut, Microsoft Excel, Google Workspace; ChatGPT, Claude, Gemini, and Midjourney

EDUCATION

Skyline College | Associate of Arts, Liberal Arts & Sciences | 2020