

JADEN YO-ECO

Creative Director | Social & Product Development

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SUMMARY

Filipino-American creative director and Co-Founder of NOSTALGIA, an apparel brand that started as screen-printed shirts sold out of a car trunk and grew to \$2M+ in lifetime revenue. I work across the whole process, from the idea and the design through tech packs, sampling, campaigns, and launch. Built a 170K+ social audience and 5M+ organic views with no paid media, and was 1 of 3 brands selected for NFL Origins at Super Bowl LX. Culture is the brief. The product is the proof.

EXPERIENCE

Co-Founder & Creative Director | NOSTALGIA

Aug 2019 – Present

Filipino-American apparel brand co-founded with Humbert Lee • San Francisco Bay Area

- Lead brand direction, apparel design, collaborations, and launches for a brand with \$2M+ in lifetime revenue.
- Designed the Filipino Barong-inspired tops, which have sold 5,000+ units, and many of the brand's other best-selling tops.
- Take product from concept through CAD, tech packs, BOMs, materials and trims, sampling, fit review, and factory communication.
- NFL Origins at Super Bowl LX (1 of 3 brands selected): creative direction, graphic design, casting, and shoot production for a licensed collection sold on NFL Shop, through NFL and Fanatics approvals.
- The Asian American Foundation: Creative Director and Designer on a denim rebuild of the traditional Tang jacket. Also designed a Barong Tagalog with Apo Whang-Od, featured in Vogue Philippines.
- Run social strategy and content direction, growing 86K followers on Instagram and 86K on TikTok with 5M+ organic views; a campaign with Blxst reached 789K views.
- Plan campaigns across Meta Ads, Klaviyo email and SMS, and Shopify, and use results to shape the next launch.

Product Design & Development Assistant | Shoe Palace

May 2026 – Present

Morgan Hill, CA

- Design licensed apparel collections for Disney, Looney Tunes, Marvel, and other licensees, working within licensor guidelines and approvals.
- Prepare specifications and colorways, coordinate with factories, and review production samples against spec.

Tour Manager & Creative Operations | Karri

Jul 2025 – Present

San Francisco, CA

- Coordinate venues, vendors, and production for a 15-show North American tour, and design tour merch and content.

Graphic Designer, Creative Producer & Brand Consultant | Independent

Mar 2021 – Present

- Develop brand identities, campaign concepts, merch, and pitch decks for fashion, music, and culture clients, including Larry June and Blxst.
- Work with artists including P-Lo, Karri, and Nueve Lio on content and merch; artist merch brought in \$70K+ across 11 live shows.

SKILLS

Creative: Creative direction, campaign concepts, brand storytelling, art direction, social strategy, casting, shoot direction

Product: Apparel design, CAD development, tech packs, BOMs, materials and trims, sampling, fit review, factory communication, product approvals

Execution: Production coordination, shoot production, launch planning, assortment planning, cross-functional collaboration, licensing compliance

Tools: Adobe Illustrator, Photoshop, InDesign, Figma, Canva, CapCut, Klaviyo, Meta Ads Manager, Shopify, Excel, Google Workspace, AI tools

PRESS

NFL.com, WWD, Variety, CBS News, SF Examiner, Complex, KQED, Vogue Philippines

EDUCATION

Skyline College | Associate of Arts, Liberal Arts & Sciences

2020