

Contact



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Top Skills

Art Direction
Photography
Creative Direction

Chad Brown M.Sc.

Founder/President - Soul River Inc. at Soul River Inc.
Portland, Oregon

Summary

I have been a creative professional working as a practitioner and consultant in the fields of communication design and photography for 21 years. My concepts, designs, and photography were founded in my early years as a comic book artist. I began my career by launching one of the first African American comic books in the early 90's, "Afroman and His Amazing Homies." The intention of the project was to help educate youth of color in understanding and fighting ignorance in our society; a focus on youth from disconnected communities has remained a through line in my work. After serving in the United States Navy. I studied communication design and photography at American Intercontinental University and then attended Pratt Institute in NYC, where I achieved my Masters of Science in Communication Design.

This was my ticket to opportunity and the catalyst to my career. I moved on to motivate and manage interdisciplinary teams as a creative director, art director and photographer, both in-house and freelance, working with A-list agency hotshots. I designed, art directed, photographed, and managed brands creatively, creating work related to underground hip hop, fashion, and pop culture, photographing in the streets of NYC and working internationally. My work has taken me on a demanding international photoshoots and on brand development assignments intended to specifically harness company culture through story telling. I have worked in image and concept development, moving from the glamour of the runway to photographing the workers of the fashion world throughout Hong Kong, Vietnam and Bangladesh for one of the top global manufacturing fashion houses in Asia and globally. I have often been able to bring to my work a focus beyond the mainstream and into the more authentic story of the people and the place, connecting them with an audience and adding human aspects to a brand.

Experience

Soul River Inc.

Founder/President - Soul River Inc.

June 2014 - Present

Portland, Oregon Area

Chado Creative

Creative Director / Photographer

January 2013 - Present

Portland, Oregon Area

Chad Advertising & Design

Chado Advertising • 2009 – Present | Creative Director

2012 - Present

Portland Oregon

CLIENTS

Cascade Village, Bend, OR

Chillax, Portland, OR

Corner Ninety, Hong Kong

Costa Bella, San Carlos, Sonora, Mexico

Orox Leather, Portland Oregon

Delicasa, Bilbao, Spain

EPIC Group, Hong Kong

Groundworks Portland, Portland, OR

M5, New York, NY

Northwestern Exposure, Portland, OR

Oppor-tuna-ty, Portland, OR

Phatfarm, New York, NY

Soul River Inc. • 2010 – Present | Founder/Creative Director

Founder/Creative Director/Photographer

2010 - Present

Portland, Oregon Area

We are a nonprofit 501 c3 focus on bringing veterans as mentors and inner city youth together into the wild rivers of nature inspiring the youth by becoming a guardian, teacher or role model as an act of service into the outdoors. The hope is that it encourages youth participants to grow and become ambassadors of our natural environment.

(SRI) Uplifts and strengthens communities by connecting inner city youth and veterans to the outdoors. harnessing incredible opportunities and powerful experiences that forges strong connections between youth and veterans, their communities, and the natural world. Spending time embraced in currents of river water, trekking majestic forested trails, and witnessing a bald eagle or elk in its habitat is healing. Connecting with nature is a powerful outlet to reduce stress, find focus, sharpen self-awareness, embrace spirituality, and develop positive values beneficial to both the individual and community. Soul River unites youth and veterans on challenging yet rewarding adventures at zero cost where they become part of something bigger than themselves, developing into strong leaders in the outdoors and their communities.

(SRI) Teaches cannot be learned in a traditional classroom or on a city street. It takes practice to learn outdoor skills and time on the river and to develop leadership. Our wild rivers provides the ideal setting for this unique, experiential education Soul River Inc. classrooms are amphibious based on some of the world's wildest and most awe-inspiring locations. We believe living and learning by our rivers in untouched places like a classrooms will teach students responsibility and veterans healing with a purpose.

Lloyd & Maris

Art Director

2007 - 2008 (2 years)

Portland, Oregon

Art Director developing concepts for print materials and new business pitches for new clients. My job was to work with concept and deliver design. I was also tasked to work on story board for television.

Overland Agency

Senior Designer/ Art Director

2006 - 2006 (1 year)

Senior Designer / Art Director developing interactive online branding for agency's clients. Taken new brands or establish brand and carrying within the web platform using new tool to enhance a brand presence online in the market. Also help develop new identity for companies and design and develop marketing collateral.

Presher Design

Art Director/ Designer

2003 - 2006 (4 years)

Manhattan, New York

(Full Service communication design, New pitch development, Creative Team management).

One of my top clients was Phatfarm/Runathletics. We won this account and done the marketing for the athletic shoe line " Run Athletics" produce by Rev. Run and V.P. Rasheed Young. We managed advertisement and placement for the following magazines such as Vibe Magazine, Slam Magazine and many others.....

News that came out during this time.

NEW YORK, NY - The aggressive young marketing firm that is Presher Design announced Thursday that it will be producing a national campaign for urban clothing giant Phat Farm during the Spring 2004 fashion season.

The new line of clothing, called Run Athletics, will be marketed in such publications as Vibe, Slam and XXL, among others.

Working with billionaire brothers Russell and Joseph "Reverend Run" Simmons and Raheed Young , Presher developed the project's brand identity and is responsible for the full execution of the ad, from art direction to insertion.

Chad Brown, Presher's Founder and Creative Director, feels this is the beginning of a new and exciting chapter for the company.

"We are thrilled to be producing something of this scope for a well-respected company like Phat Farm," Brown says. "The hope is that more major brands will learn firsthand what a powerful force Presher can be. Currently we are producing packages for Nautica, Fubu, and Nike, and look forward to creating winning campaigns for clients like these in the future."

We also landed companies and develop marketing in the fields of technology, fashion and Insurance. working on Identity development, photography and print design and advertising

Codepower
Senior Designer

2002 - 2003 (2 years)

Manhattan, NYC

My duties was playing a role as senior to spear head all communication media for Codepower artificial Intelligence agents (AI). This was a hard product of what Codepower was producing and my job was to help simplify and communicate this product (s) across the table through the web and print media realm to developing and designing all company marketing collateral to face their clients, investors and their new customers.

Accessory Network NYC

Designer

2002 - 2003 (2 years)

Manhattan , NYC

My job duties as a designer was working within a creative team and being tasked by my senior designer closely in developing and extended character lines of Walt Disney characters for children backpacks for Walmart and Kmart " back to school and holiday line ups.. I design new lines producing from concept to sketch to product boards and production indicating new stitch lines, color, application and more. Which was sent out and package overseas to get prototypes made. The environment was high paced and very creative and challenging.

Campbell-Ewald Advertising

Junior Art Director

2001 - 2002 (2 years)

Los Angelas

(supporting creative team in concept and development for print, web and television)

Education

Pratt Institute

MSc, Communication Design · (1998 - 2000)

American InterContinental University

BFA, Communication Design · (1996 - 1998)