



Brand Strategy & Creative Leader with 25 years of experience developing brand identities, visual systems, integrated marketing, and digital experiences for Fortune 500 companies, universities, professional sports organizations, cultural institutions, and nonprofit organizations. Proven ability to translate brand strategy into cohesive, audience-centered experiences that strengthen organizations and maintain consistency across channels.

Founder and Principal of Pixels+Points, a creative consultancy specializing in brand strategy, identity systems, and content-driven creative solutions. Experienced leading projects from concept through execution while partnering with executive leadership, cross-functional teams, and external agencies to build brands, establish standards, and deliver thoughtful, impactful communications.

Graduate of the Maryland Institute College of Art (MICA) with expertise in creative direction, graphic design, visual storytelling, UX/UI design, typography, and integrated marketing. Recognized for combining strategic thinking with hands-on execution to create compelling brand experiences that support organizational goals.

PROFESSIONAL EXPERIENCE /



Principal / Art Director

Pixels+Points

Oct 2006 - Present

Baltimore, MD / Richmond, VA

Currently managing a boutique graphic design consultancy focused on content-driven branding and digital design solutions for businesses, cultural institutions and non-profits. Applying a holistic approach to design and corporate identity (from concept to production), for small and large companies, from emerging startups to Fortune 500 companies.

Clients include Children's National, Florida International University, Hilton Hotels, JoS A. Bank Clothiers, Laureate Education, Marriott Hotels, The Baltimore Orioles/MASN, Johns Hopkins Bloomberg School of Public Health, Baltimore Development Corp. and Prometric.



Co-Founder

Digital Playbooks

Mar 2010 - Dec 2014

Baltimore, MD

Designed and developed one of the first sports apps solely dedicated to the digitization of legacy printed playbooks and documents, converting them to interactive, video-rich experiences. Commissioned and created a proprietary platform for professional sports teams in the U.S. and abroad. Developed native iOS and web app, including UI/UX design for a suite of applications.

Launched the PlayAction® App via Apple's App Store in 2011. Built relationships with Apple Education and AirWatch for bundles targeting college and amateur sports organizations. Secured notable mentions in online pubs, including c|net, CNN and the Washington Post. Prepared products and trademarks for acquisition by leading competitor in sports technology space.



Adjunct Professor

Towson University Art Department

Sep 2008 - May 2009

Towson, MD

Created and taught introductory to Graphic Design (ART321) class to first-year students primarily focused on using Adobe suite of products to develop "real-world" projects ranging from logo designs for startups to full-scale brand initiatives. Students taught to work in groups, develop concepts, present and pitch ideas and be subject to critiques and peer evaluation.

PROFESSIONAL EXPERIENCE / Cont'd

**Art Director / Sr. Designer****R2integrated**

Sep 2002 - Oct 2006

Baltimore, MD

(acquired by Protiviti, Inc.)

Responsible for concept development, brand identity and full-scale design and art direction across national client roster as the design studio quickly grew from two-person boutique startup to a full-service digital/interactive agency. High profile clients included national brands and businesses in real estate, communications, tech and retail.

**Senior Designer****SWIM Design Consultants**

Jun 2001 - Sep 2002

Washington, DC

Sole designer and jr. art director designing and building multimedia interactive kiosks, websites and online digital experiences for cultural and educational institutions, including The Phillips Collection, Princeton University's Art Museum, Smithsonian Air & Space Museum and The National Museum of the American Indian.

From concept to code, collaborated with the web developer and creative directors to visualize, present and deliver web applications and interactive ADA compliant digital experiences for the nation's most popular museums and cultural institutions.

**Designer****Design: M/W**

Jun 2000 - Jun 2001

New York, NY

Jr. Designer responsible for print and identity campaigns for luxury brands, including West Elm, Banana Republic, Sotheby's, Martha Stewart and Saks Fifth Avenue.

EDUCATION /

**Maryland Institute College of Art****BFA, Graphic Design / Visual Communication**

1996 - 2000

Baltimore, MD

SKILLS /

Creative direction and conceptualization
Brand development and product launch
Team leadership and management
Print and digital design, expertise w/Adobe® creative suite
Content management systems and search optimization
Strong communication and presentation skills

Copywriting and editing
Typography and layout design
Project management and organization
Market research and trend analysis
Fluent in Spanish, proficient in Italian, French

PORTFOLIO /

johnwelker.com

REFERENCES /

Available upon request