

JOHN P. BOILARD

CREATIVE DIRECTION & DESIGN

☎ 413-561-3490

✉ JOHN@JPBONEYARD.COM

🌐 JPBONEYARD.COM

SKILLS

- Creative direction
- Team management
- Front-end development
- Responsive web design
- UX / UI Design
- Project management
- Illustration
- Event production
- Screen printing
- Creative problem solving
- Editorial direction

MISCELLANY

- Visited 45 National Parks
- I see the glass half-full
- Spirit animal: Bill Russell
- Sam Cooke is the GOAT
- 100 DIY shows in my shed
- BBBS Mentor for six years
- 135 Poster shows to date

MY RUSHMORE

- John Wooden
- Mom Boneyard
- Grandpa Boneyard
- Joseph Campbell
- Bill Russell
- Marcus Aurelius
- Dale Cooper

EDUCATION

Massachusetts College of Art and Design (2007–2011)

Bachelors of Fine Arts in Graphic Design, Minor in Event Production and Printmaking

EXPERIENCE

Fifty-Nine Parks (2015–Current)

Founder: Creative Direction, Art Direction, Team Management, Design

I'm fortunate to collaborate with leading contemporary artists to celebrate National Parks and printmaking. The series is archived by the Library of Congress and has raised over \$250k for nature conservation. Our work is available worldwide as posters, books, and games. I lead the creative direction for the series.

Baseline Review (2024–Current)

Editor-in-Chief: Developmental Editing, Art Direction, Writing, Design

Baseline Review is a publication that features a dream team of 50 creatives. We tell inspiring stories from basketball history through powerful writing and illustration. Contributors include Hall of Famers, former NBA players, top journalists, and amazing illustrators. I lead the editorial direction for the series.

IBM Mobile Innovation Lab (2014–2015)

Senior Designer: Team Management, UX / UI Design, Front-End Development

Our apps leveraged technologies like Watson to provide mobile solutions for the retail, travel, and healthcare industries. I led project teams and had the pleasure of managing the lab's team of eight associate designers. My top priorities were maintaining good vibes on the team and the health of projects in the lab.

Upstatement (2011–2014)

Senior Designer: Design, Front-End Development, Internship Coordination

Solving high-level problems for clients shared precedent with crafting the best code possible. I helped manage, design, and code custom web experiences. We collaborated with clients like Random House, NPR, and The Boston Globe.

APPROACH

I feel we can't go wrong when we work hard, have faith in the process, and do it with integrity. Compassion, research, curiosity, and play are crucial to my process. I value a team-first approach, collaboration, and doing meaningful work.