JOSEPH BOYLAN

PRINCIPAL DESIGN STRATEGIST

1507 Lakeside Dr., Harveys Lake, PA 18618
570.371.9962
jb@josephboylan.net
josephboylan.net
linkedin.com/in/josephboylan1/

ABOUT ME

A senior designer, storyteller, and visionary mind with a proven track record in problem solving and user experience, utilizing a design thinking and human-centered approach. Existing experience across multiple industries and disciplines, including Higher Education, Government, Non-Profit, and Private. Interested in working with organizations committed to change, improving process, and driving towards greater impact.

SKILLS

Storytelling
Customer Experience
Journey Maps
Personas
Service Blueprints
Project Management
Design Thinking
Data Analytics
Grant Writing
Economic Development
Entrepreneurial Development
Community Development
Innovation Management
Strategic Initiatives
Fundraising
Employee Relations
Figma | Miro | Mural
Microsoft Office Suite

WORK EXPERIENCE

THROUGHLINE INC.
Washington D.C.
2023 - Present

Principal Design Strategist
Led strategic initiative efforts to develop a growth strategy, in addition to providing guidance and mentorship to 25+ design strategists in role as Deputy Competency Lead.

THROUGHLINE INC.
Washington D.C.
2021 - 2023

Senior Design Strategist
Team lead on a U.S. DOL initiative to deploy $200M across states, to improve the UI program. Design and deployed the RPA Toolkit Guide and the UI EA Toolkit.

ENX2 Marketing
Wilkes-Barre, PA
2020-2021

Chief Operating Officer (COO)
Designed an on-boarding system and online ticket platform for clients (integrating G-Suite, Monday.com, and Slack), while expanding client base by 35% in first six months.

WILKES-BARRE CONNECT
Wilkes-Barre, PA
2018-2020

Executive Director
Designed and deployed pilot programs, in partnership with the U.S. Postal Services, Federal Reserve Bank of Philadelphia, PA DCED, and Luzerne County school districts.

GREATER W-B CHAMBER
Wilkes-Barre, PA
2014-2018

Vice-President, Economic Development
Designed and deployed the Wilkes-Barre Connect initiative and Wilkes-Barre THINK Center (6K SF tech center), while retaining/expanding over 1,200 jobs in the region.

ASHBURN ADVISORS, LLC
Scranton, PA
2012-2014

Director of Government Services
Helped launch new firm that grew from zero clients, to securing over $12M in public funds for local governments, private manufacturers, rail companies, and non-profits.

PA SENATOR/REP YUDICHAK
Nanticoke, PA
2008-2012

District Director /Chief of Staff
Designed the Luzerne County Flood Recovery Loan Program and secured PPP and funding to construct a $7M Culinary Arts and $7M Health Science Center for LCCC.

THE INSTITUTE
Wilkes-Barre, PA
2004-2008

Research Analyst
Researched and wrote a migration study for the tri-state area and researched, designed, and co-launched the Joint Urban Studies Regional Indicators Report and annual Forum.

EDUCATION

PENN STATE UNIVERSITY
State College, PA

Bachelor of Science (BS)
Business with Concentration in Marketing and Management