William Boulay

Graphic Designer Art Director Photographer Illustrator Roadtriper



- "What you see, learn from it"
Go out, open your eyes, your ears, ask,
listen, observe, create, experiment.
Stay curious of anything, anyone and anywhere.

Graphic Designer Art Director Photographer Illustrator Roadtriper

William Boulay

Born in the midst of the 1980s and neon colors, started using Photoshop back in the days of CD-ROMs.
I have now been working in the creative field for almost 20 years. First as a product designer, then as a graphic designer, photographer, and art director. Throughout this journey, my strength has been the ability to read contexts and shape clear creative direction within them. I analyze cultural and visual codes, understand the history behind them, and translate that knowledge into contemporary, purposeful design – innovative without ever denying its roots.

Curious by nature and never get tired of discovering new trends, cultural effects and ways of doing things in my work, and over all in life. I always listen first and tend to stay genuine and caring towards others.



section 01

Graphic Design

The Long Dark

– Creation of marketing assets

During all my years working at Hinterland I had the opportunity to work on various aspects centered around marketing.

Whether it was communicating the release of an expansion pack to the community, providing updates on the project's progress, or promoting sales on various external platforms, it was always necessary to rely on and produce strong, impactful visuals while adhering to the game's graphic charter.




DEV DIARY
MAY 2024


THE LONG DARK
TALES FROM THE FAR TERRITORY
PART FIVE:
LAST HORIZON


THE LONG DARK
TALES FROM THE FAR TERRITORY
PART SIX:
BROKEN SILENCE


THE LONG DARK
TALES FROM THE FAR TERRITORY
PART FOUR:
BURIED ECHOES

The Long Dark

– Cinematrographic Screenshots capturing

The ideas was to created a database of highly cinematic visuals of the game, even though they were captured in-game. These screenshots were used both on the platform to show what the game looked like and for communication and marketing purposes.

As I am also a photographer, I was given the responsibility of capturing most of the screenshots, which had to show both the gameplay and the more scenic moments of the game.







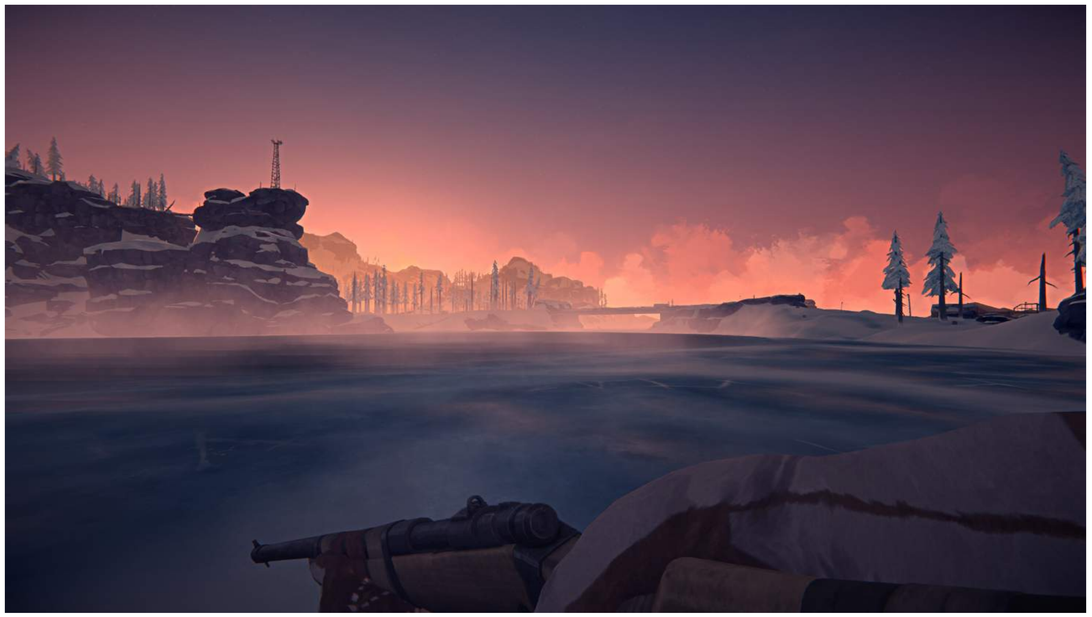
Screenshots Capturing






VALE Sta.
TRANS-ISLAND RAILWAY
NO MORE TRAINS!





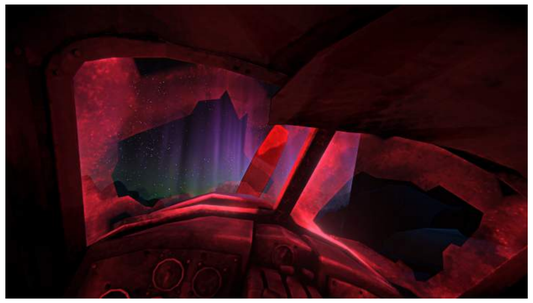


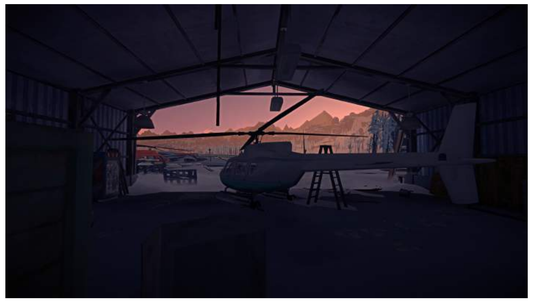














Hinterland

– Illustration and Art Direction

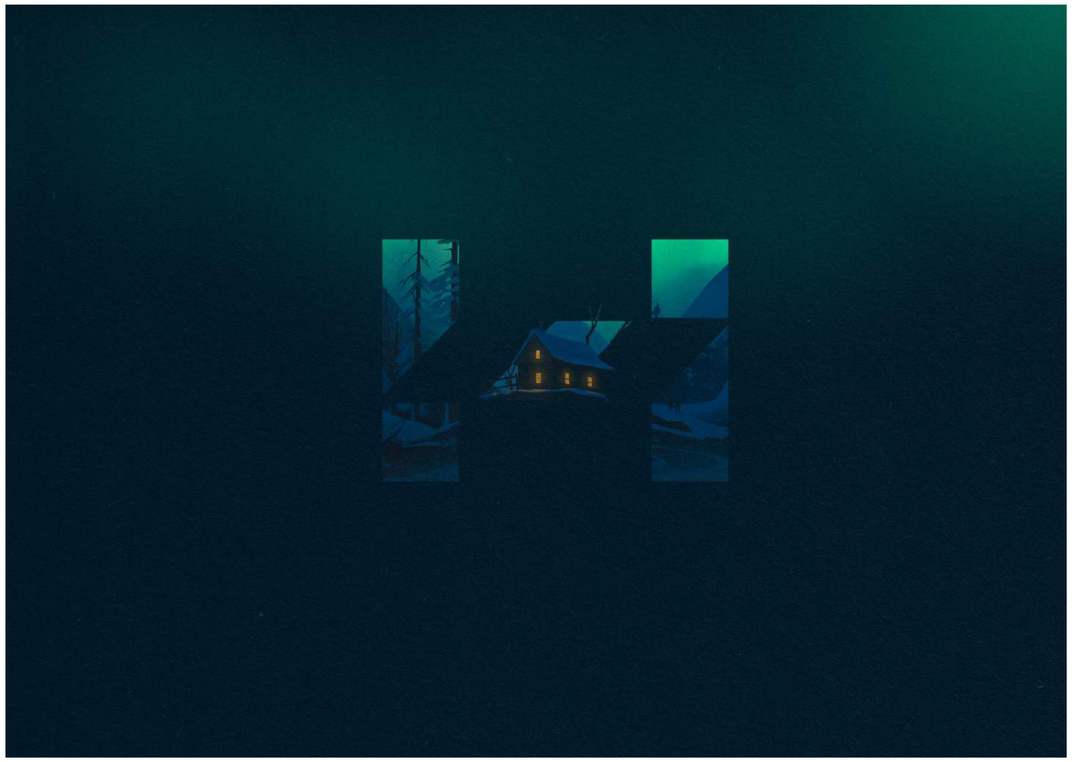
Here is an exercise that I enjoyed immersing myself in every year: the greeting card.

Although it may seem trivial, it is also a good way to express your creativity. The constraints of a brand identity should not prevent you from giving free expression to your creative desires.

Whether through technique or graphic references, such as a handmade linocut treatment, or this reference to old tourist postcards from the 1930s.

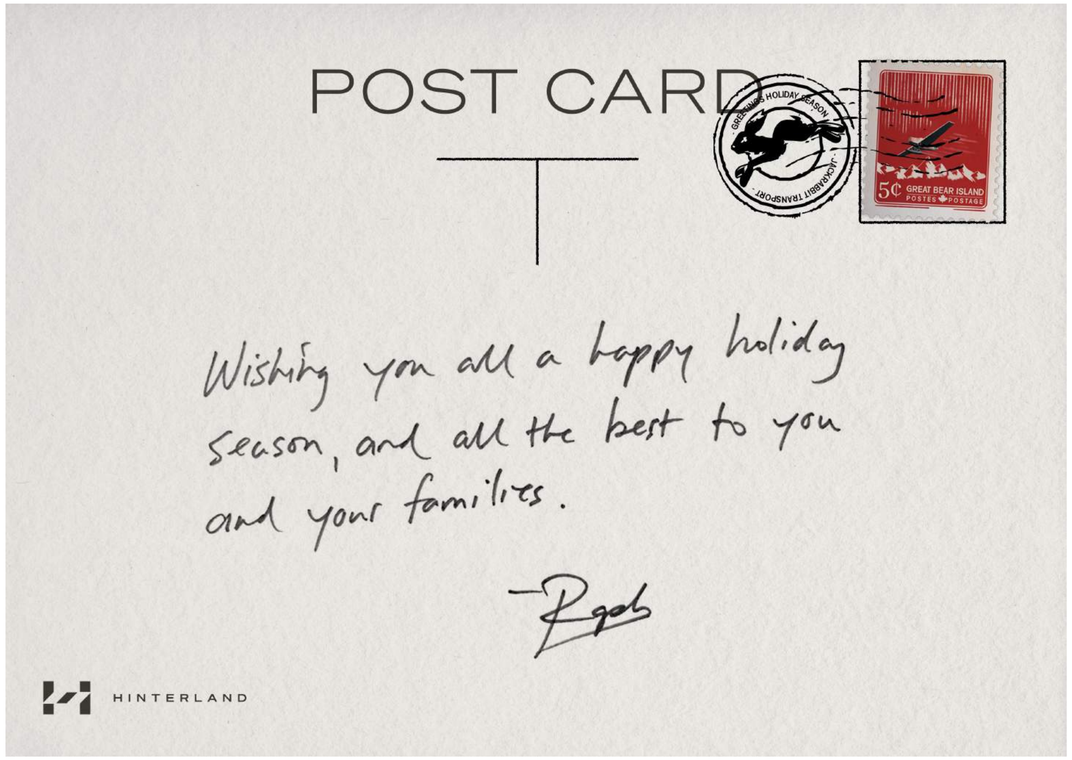
Or finally, using elements of the Hinterland logo to create shapes that refer to Christmas or the end-of-year celebrations.

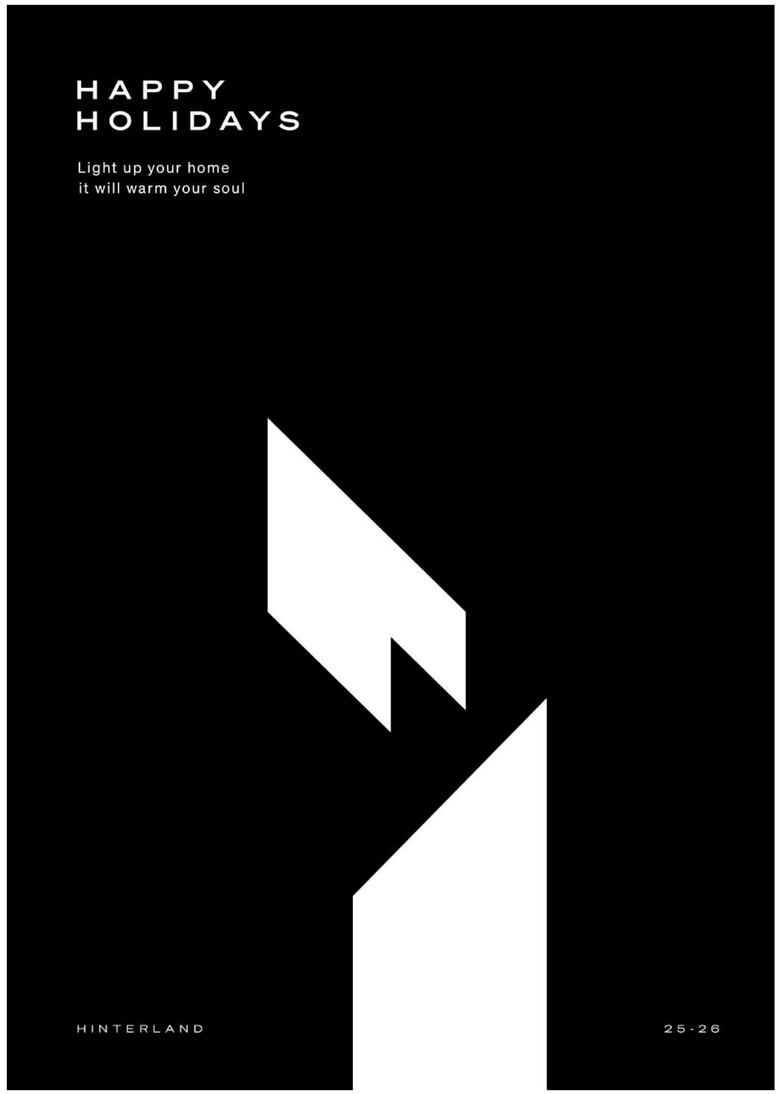





Wishing you all a happy holiday season,
and all the best to you and your families.
HINTERLAND


Greetings from
HINTERLAND
STUDIO


POST CARD
GREETINGS HOLIDAY SEASON
JACKRABBIT TRANSPORT
5¢ GREAT BEAR ISLAND
POSTES POSTAGE
Wishing you all a happy holiday season, and all the best to you and your families.
HINTERLAND


HAPPY
HOLIDAYS
Light up your home
it will warm your soul
HINTERLAND
25-26


HAPPY
HOLIDAYS
HINTERLAND
2025-2026

Hinterland

– Merchandising design and concepts

One of the best ways to build connections once you have a large, close-knit community is through merchandising.

During my time at Hinterland, I was tasked with producing designs for merchandising.

It was a great way to play with the codes and understand which elements of the game were most important to players. Whether through gameplay elements, fictional brands or locations found in the game, there are plenty of creative avenues to explore.

I repeated this exercise not only for the studio's brand but also for the next game, Blackfrost, using concept art and textures designed by those same artists.



Hinterland merchandising ideas



The Long Dark merchandising ideas





















The Long Dark merchandising ideas



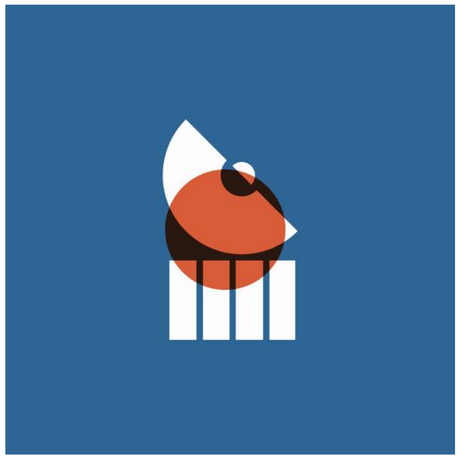













Blackfrost merchandising ideas























Personal Project

Instagram

– Art Direction & Graphic Design

As a graphic designer, everything becomes an excuse for creative exercise in what we discover, do or share.

Passionate about photography for years, and sharing my passion through various mediums, the simple act of publishing a new series of photos is an opportunity for me to create an artistic direction for each project.

Choosing a strong typography, a name, and a universe that matches the mood of the photos, with the sole aim of presenting the project before sharing them, mostly taken on my travels, at a regular pace.



And again. A week in Helsinki, between sauna, morning runs among the seagulls, half-marathon, not enough coffee and too many pullas. A camera in hand and a roll of black & white for a change.

Helsinki

Canon 7 —— Ilford XP2



Canon 7 —— Ilford XP2

Hel



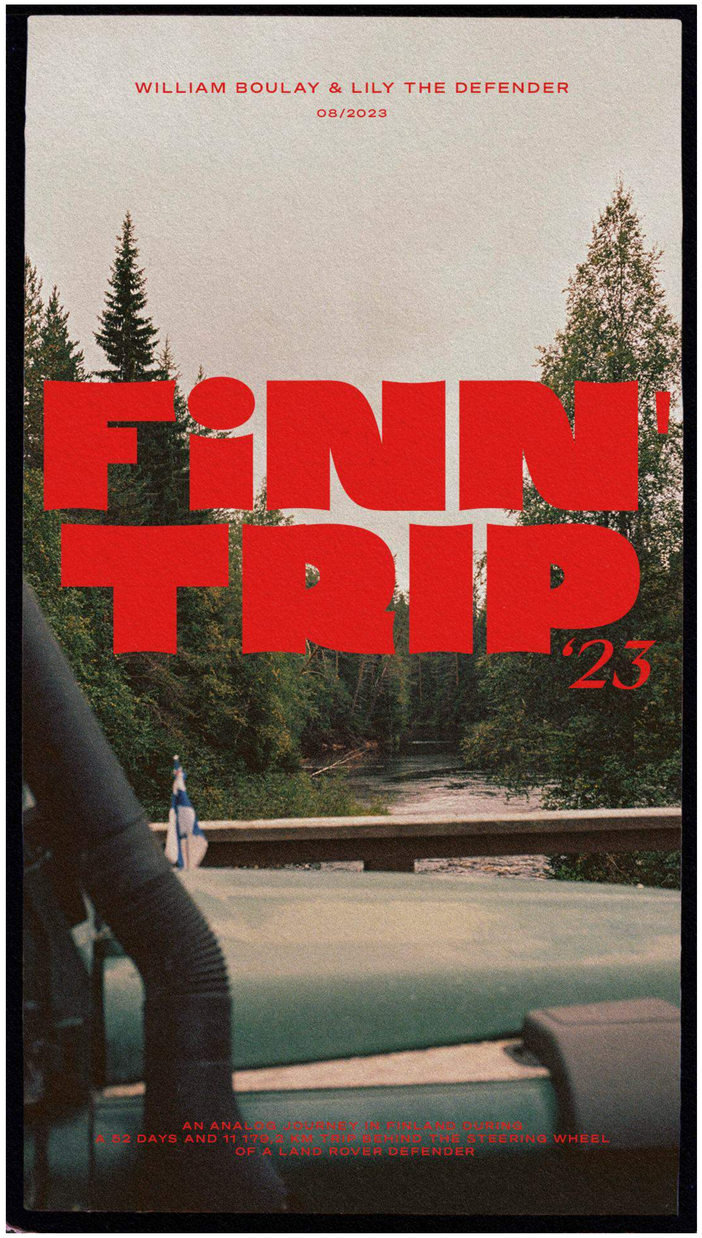
sinki



Helsinki

— on Instagram over the upcoming weeks

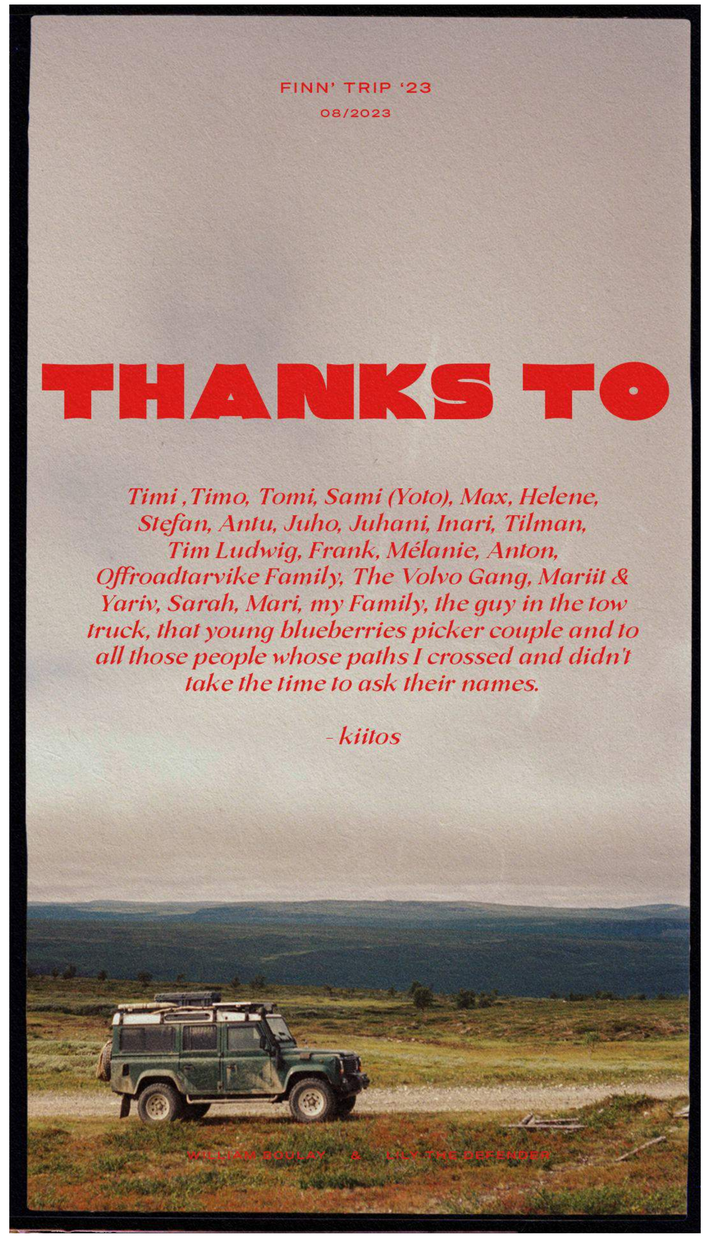
Finland —— May 2025

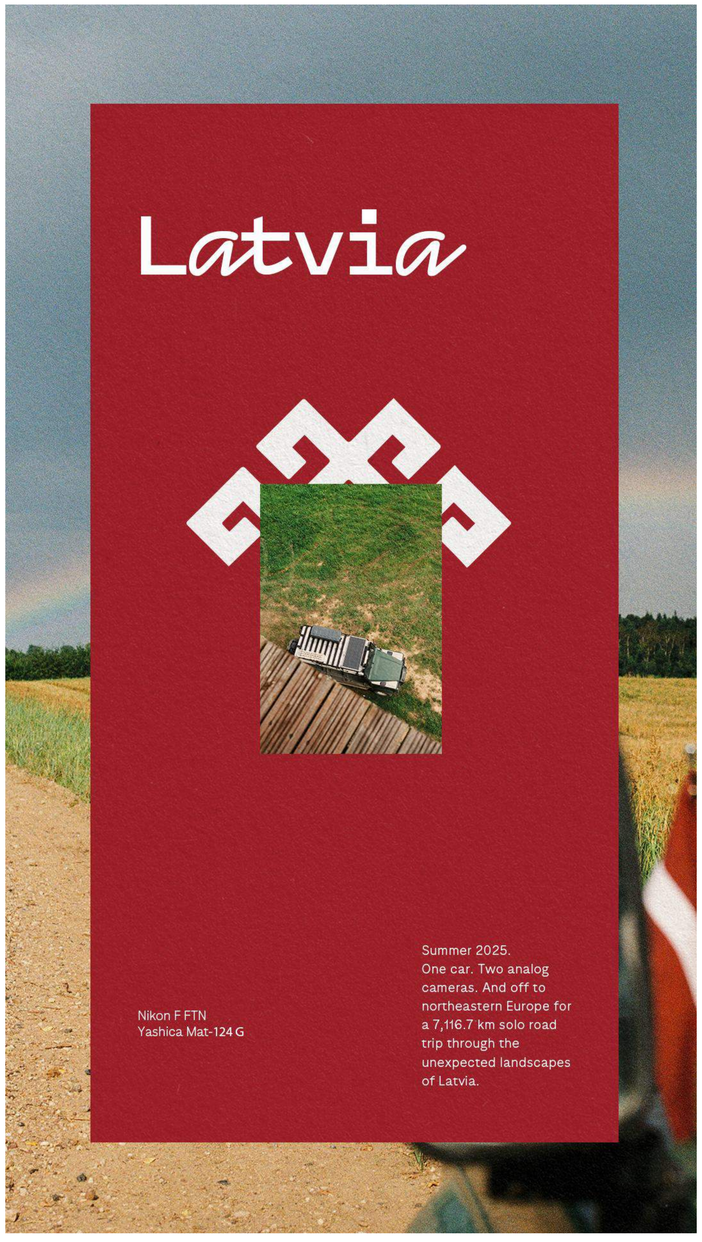

WILLIAM BOULAY & LILY THE DEFENDER
08/2023
FINN' TRIP '23
AN ANALOG JOURNEY IN FINLAND DURING
A 52 DAYS AND 11 170,6 KM TRIP BEHIND THE STEERING WHEEL
OF A LAND ROVER DEFENDER


FINN' TRIP '23
08/2023
Finlande
Norvège
Suède
Helsinki
Estonie
Lettonie
Danemark
Lituanie
Hambourg
Biélorussie
Pays-Bas
Pologne
Londres
Allemagne
Prague
Ukraine
Slovaquie
Paris
France
Suisse
Autriche
Budapest
Moldavie
Roumanie
Croatie
Serbie
Bucarest
Barcelone
Rome
Macédoine du Nord
Istanbul
Grèce
Alger
Tunis
WILLIAM BOULAY & LILY THE DEFENDER

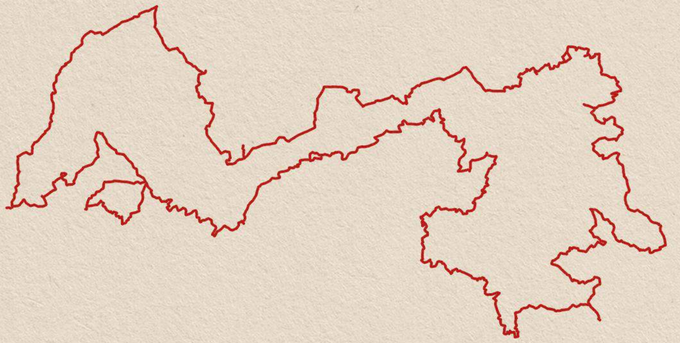

FINN' TRIP '23
08/2023
AN ANALOG JOURNEY IN FINLAND DURING ALMOST TWO MONTHS BEHIND THE STEERING WHEEL OF A LAND ROVER DEFENDER
11179,2 km
WILLIAM BOULAY & LILY THE DEFENDER


FINN' TRIP '23
08/2023
WILLIAM BOULAY & LILY THE DEFENDER


FINN' TRIP '23
08/2023
THANKS TO
Timi ,Timo, Tomi, Sami (Yoto), Max, Helene, Stefan, Antu, Juho, Juhani, Inari, Tilman, Tim Ludwig, Frank, Mélanie, Anton, Offroadtarvike Family, The Volvo Gang, Mariit & Yariv, Sarah, Mari, my Family, the guy in the tow truck, that young blueberries picker couple and to all those people whose paths I crossed and didn't take the time to ask their names.
- kiitos


Latvia
Nikon F FTN
Yashica Mat-124 G
Summer 2025.
One car. Two analog cameras. And off to northeastern Europe for a 7,116.7 km solo road trip through the unexpected landscapes of Latvia.

Latvia
08/2025

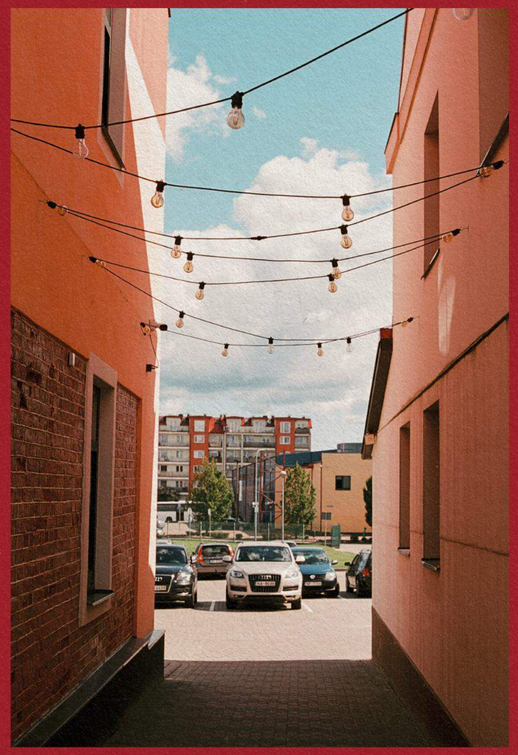


7 116,7 km

William Boulay
Lily the Defender

Latvia
08/2025

kurzeme



William Boulay
Lily the Defender

Latvia
08/2025

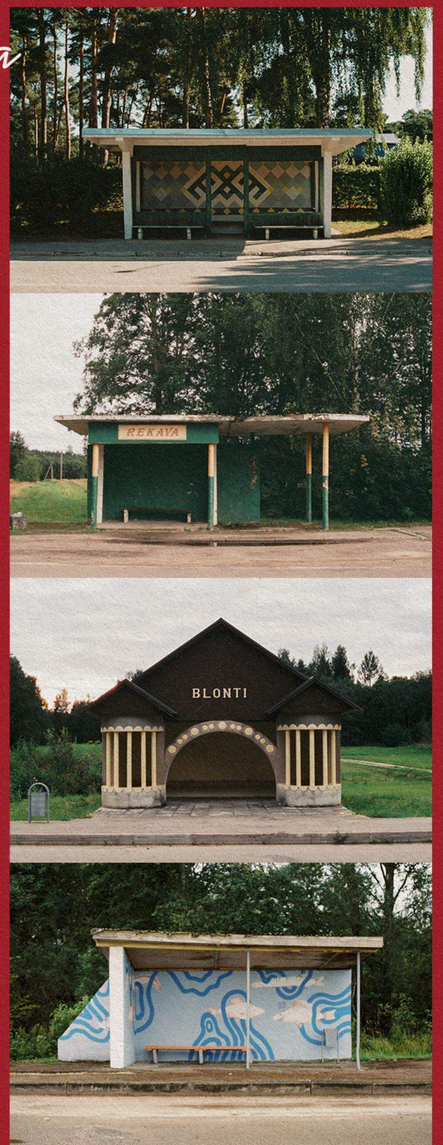
latgale



William Boulay
Lily the Defender

Latvia

08/2025



William Boulay
Lily the Defender

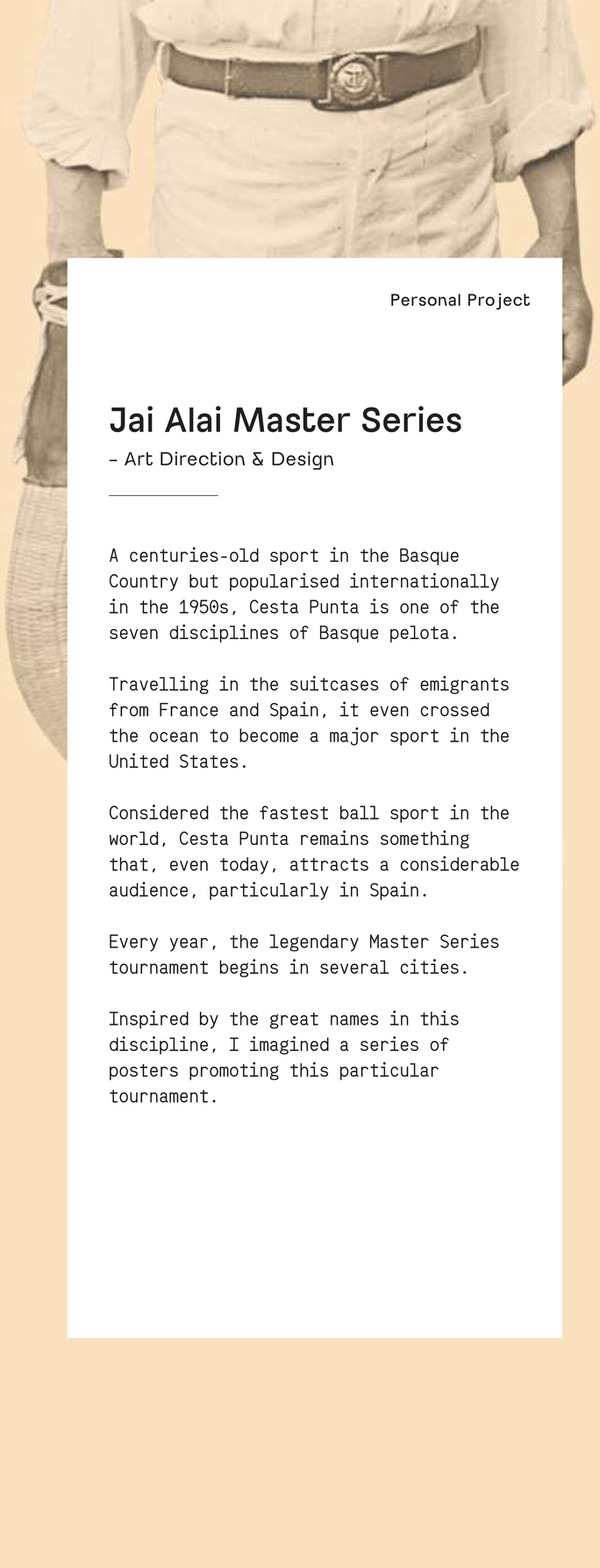
Paldies

Summer 2025.

I had set out to visit Latvia and Estonia back-to-back, but I decided that this country alone deserved to be explored in detail. From the borders of Russia and Belarus to the remote forests of Latgale. From the Livonian people on the shores of Kurzeme to the calm lakes, Latvia is a magical country filled with warm-hearted people.

In the coming weeks, embark on a visual journey through the photos taken during these 7,116.7 km.





Personal Project

Jai Alai Master Series

– Art Direction & Design

A centuries-old sport in the Basque Country but popularised internationally in the 1950s, Cesta Punta is one of the seven disciplines of Basque pelota.

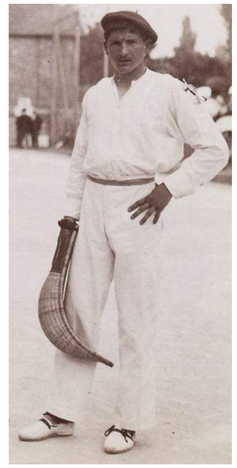
Travelling in the suitcases of emigrants from France and Spain, it even crossed the ocean to become a major sport in the United States.

Considered the fastest ball sport in the world, Cesta Punta remains something that, even today, attracts a considerable audience, particularly in Spain.

Every year, the legendary Master Series tournament begins in several cities.

Inspired by the great names in this discipline, I imagined a series of posters promoting this particular tournament.









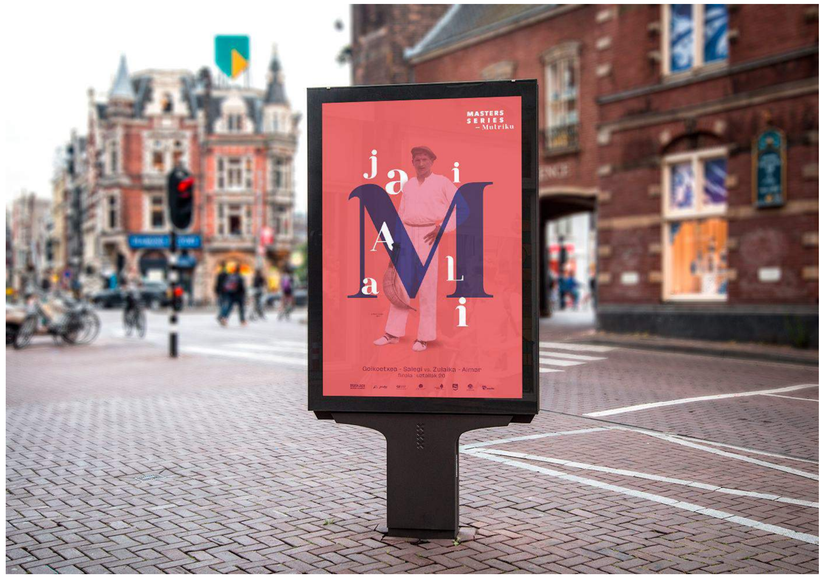

MASTERS
SERIES
– Gernika
finalerdiak eta finala
uztailak 3 - uztailak 11


MASTERS
SERIES
– Lekeitio
Hormaetxea - Lopez vs. Erik - Aldazabal
finala : abuztuak 04


MASTERS
SERIES
– Mutriku
Goikoetxea - Salegi vs. Zulaika - Aimar
finala : uztailak 20


MASTERS
SERIES
– Zumaia
Egiguren - Lopez vs. Olharan - Minvielle
finala : irailak 20


MASTERS SERIES – Gernika
Jai Alai
finalerdiak eta finala
uztailak 3 · uztailak 11
MASTERS SERIES – Zumaia
jAi aLai
Egiguren · Lopez vs. Olharan · Minviolle
finala · iraila 20


MASTERS SERIES – Motriku
jai Alai
Goikoetxea · Salegi vs. Zubiaka · Aimar
finala · uztailak 09


MASTERS SERIES – Lekeitio
Jai Alai
Hormaetxea · Lopez vs. Erik · Aldazabal
finala · abuztuak 04

Various clients

Records labels & covers

– Design and packaging conception

Collecting vinyls, Crate Digging, some say it's a disease, others say it's just a passion.

As a collector myself, I like to spend time looking at, deciphering the covers, the badges, the typos, the layouts of the "back sleeves". An obsession in the obsession of collecting.

Having a foot in the world of music, I was lucky enough to cross the collector's barrier and to be able to be an actor in the world of music and vinyl industry, creating a few covers and some label designs. Here are a few examples mixing concept and real production.

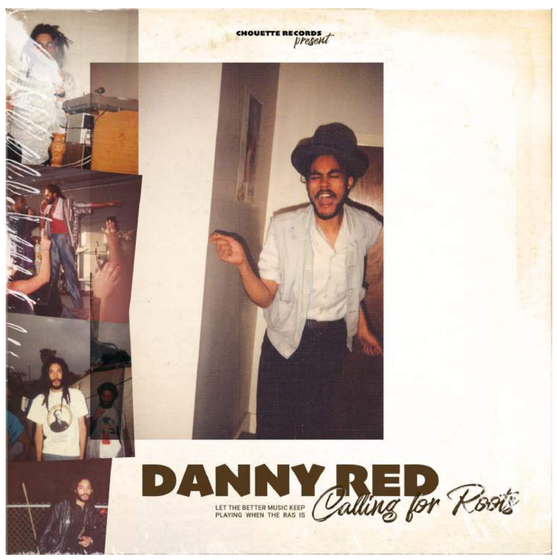



VANGUARD
STEREO
VSD-79220
MISSISSIPPI
John
HURT


HEARTICAL
HS088A
Exe Prod. f S. Marigomez
Riddim Played by B.D.F. Band
Mixed by:
Darren Jamtone @ Jamtone Studio
Mastered by:
King Herve @DK Mastering
Produced by
S. Marigomez & Inyaki
SECRETLY
(H.K Hinds / F.A McGregor)
HORACE ANDY
YOUTUBE.COM/MRHEARTICAL - FB.COM/SOUNDHEARTICAL - PHONE: 0033 6 68 80 33 36 - IG: HEARTICAL_SOUNDLABEL


Crazy Youths
STEREO
SAFARI
Red Stripe
SAFARI SOUND
Presents
A REGGAE CHRISTMAS
THE SOUL LOUNGE
PETER
Guilty Chequin


Heartical Museum
HEARTICAL
RIDDIM COMPOSED & PLAYED BY : B.D.F
EXE PRD BY : S.MARIGOMEZ
MIXED BY : DARREN JAMTONE
MASTERED BY : DK MASTERING
KING HERVE @ DK MASTERING
A - HS080
PRODUCED BY :
S. MARIGOMEZ & INYAKI
HANDLE WE
(P. Levy / G.A Isaacs)
GENERAL LEVY
YOUTUBE.COM/MRHEARTICAL - FB.COM/SOUNDHEARTICAL - PHONE: 0033 6 68 80 33 36


CHOUETTE RECORDS
present
DANNY RED
Calling for Roots
LET THE BETTER MUSIC KEEP PLAYING WHEN THE RAS IS


RECORDINGS FOR VANGUARD THE CONNOISSEUR
MISSISSIPPI
John
HURT
ACCOMPAGNING HIMSELF ON THE GUITAR
VSD-79220-A
XSV 140518
Side One
1. Pay Day (J.HURT) 4.10
2. I'm Satisfied (J.HURT) 2.50
3. Candy Man (J.HURT) 2.53
4. Make Me a Pallet on the Floor (P.D.) 4.20
5. Talking Casey (J.HURT) 5.04
6. Corinna, Corinna (P.D.) 1.51
*Oliwen Music, BMI. All other John Hurt songs, Wynwood Music, BMI
Copyright 1966
Vanguard Recording Society, Inc. N.Y.
Recorded in U.S.A.
STEREO

section 02 Branding

Blackfrost

– Branding & Visual Identity

In December 2024, ten years after releasing The Long Dark, Hinterland decided to announce, via a trailer, the release of a sequel entitled Blackfrost during The Game Awards ceremony.

Among other things, I was responsible for creating the branding for Blackfrost.

The artists did a tremendous job in terms of concept production, particularly regarding the textures, so I was keen to ensure that this graphic direction was reflected in the final logo.

One of the icons and important elements of The Long Dark's identity, in addition to the wordmark, is a hatchet. Since Blackfrost takes place–in part–in an urban environment, I replaced it by a fire axe, which is an element from the game.

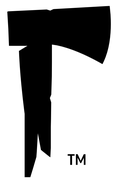



BLACKFROST
THE LONG DARK II

Ice Shader from Concept Artist



Icon comparisons



The Long Dark

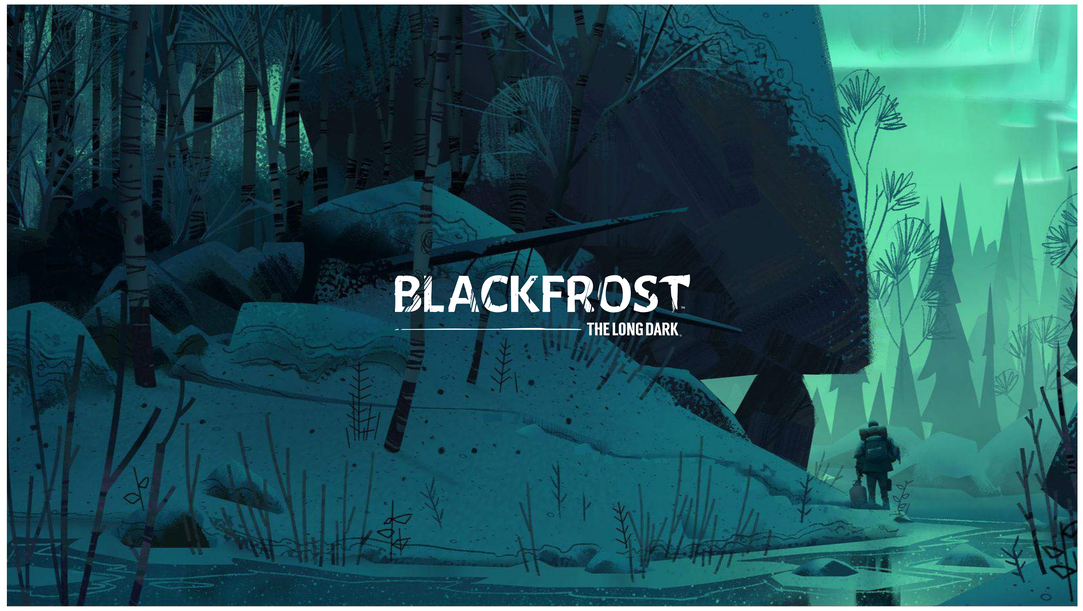


Blackfrost

Alegreya Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#%&'()*,-./:;?@[\]^_`{}¡§¨¯´¶·¸¿;


BLACKFROST
THE LONG DARK


BLACKFROST
THE LONG DARK


BLACKFROST
THE LONG DARK


BLACKFROST
THE LONG DARK

A few examples of unretained ideas

















Neon Entropy

– Exploration for Brand Identity

During my time working with Hinterland, a project was in the pipeline and although it has been put on hold for the moment, we were asked at the time to start working on the game's branding.

At present, nothing has been released and nothing is finalised. What is presented here are tests, ideas and explorations that reflect the unique and captivating identity of the game's brutalist and futuristic universe.

NEON ENTROPY



A few examples of exploration















Game icon research





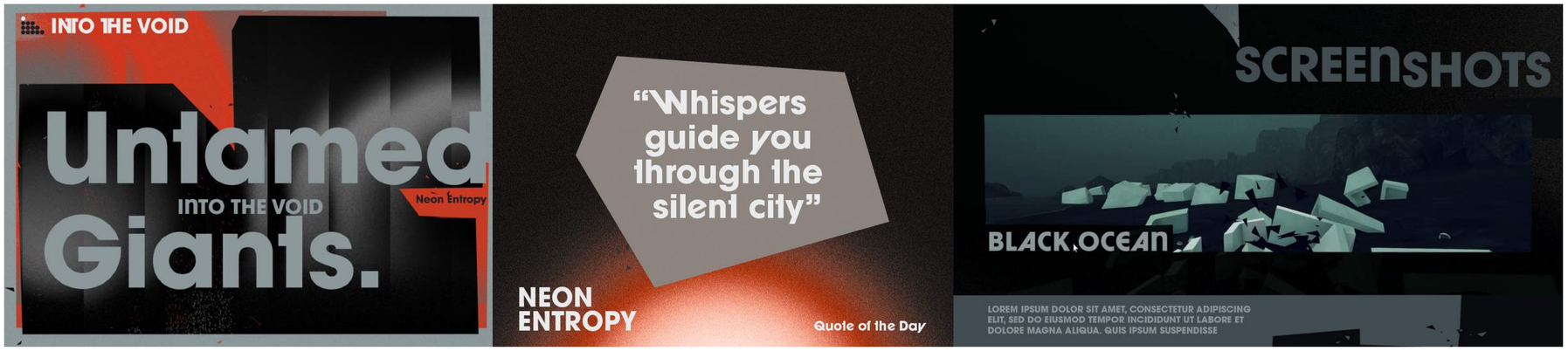








Secondary font & Art Direction research



Retour du Monde

– Art Direction & Branding

In 2012, I started a blog called "Retour du Monde". The main goal was to share a platform with my family and friends where I could bring along those who couldn't be with me on my various trips.

As a graphic designer, I decided to see each article as an entity, with its own style and, above all, its own logo and graphic identity. I set myself the challenge of never using the same font and of coming up with something different each time, something that would reflect the destination, the atmosphere of the photos, and the theme of the destination.

Although the blog is currently on hiatus, over the years I created around a hundred logos. Here are a few examples.




NORÒAN
SNÆLAND
WWW.RETOURDUMONDE.FR

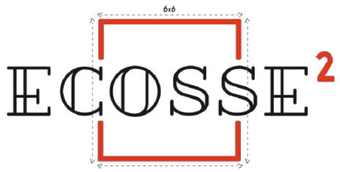

PLANÈTE
Vinyle
TAZ RECORDS
HALIFAX - CANADA


NAFARROA EUSKADI
- LES EAUX BLEUES -
UREDERRA

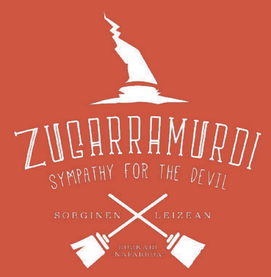

AVIS DE TEMPÊTE SUR
GORRAMENDI


SAN JUAN DE
GAZTELUGATXE
BERMEO - BIZKAIA - EUSKADI


UNE NUIT
BLANCHE
-QUI-
VIRE AU VERT


6x6
ECOSSE
2


- le silence de cherchebruit -
- Herbuiruetan isiltasuna -
cherchebruit


ZUGARRAMURDI
SYMPATHY FOR THE DEVIL
SORGINEN LEIZEAN


stock
PAUSE
CLTRE
Noun


foret
noire
Ochanbeltz


日本
MÉMOIRE D'UN VOYAGE
JAPON

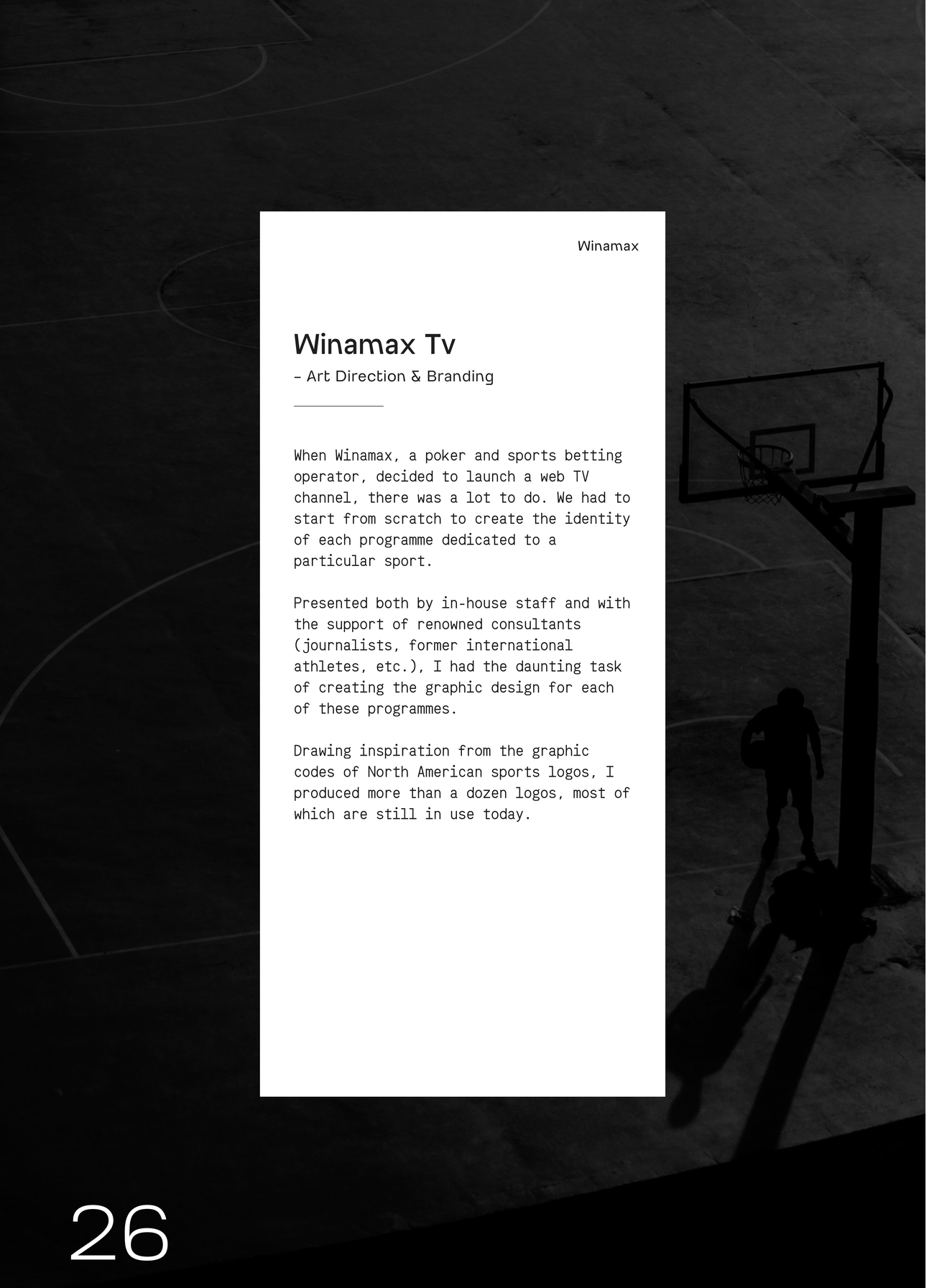
Winamax Tv

– Art Direction & Branding

When Winamax, a poker and sports betting operator, decided to launch a web TV channel, there was a lot to do. We had to start from scratch to create the identity of each programme dedicated to a particular sport.

Presented both by in-house staff and with the support of renowned consultants (journalists, former international athletes, etc.), I had the daunting task of creating the graphic design for each of these programmes.

Drawing inspiration from the graphic codes of North American sports logos, I produced more than a dozen logos, most of which are still in use today.

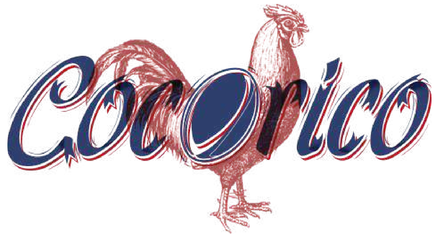



SANS
Filet


CLUTCH
Player


LE
CRUNCH


SUPER
BOWL


Cocorico


NBA
Night
Fever

section 03 Illustration



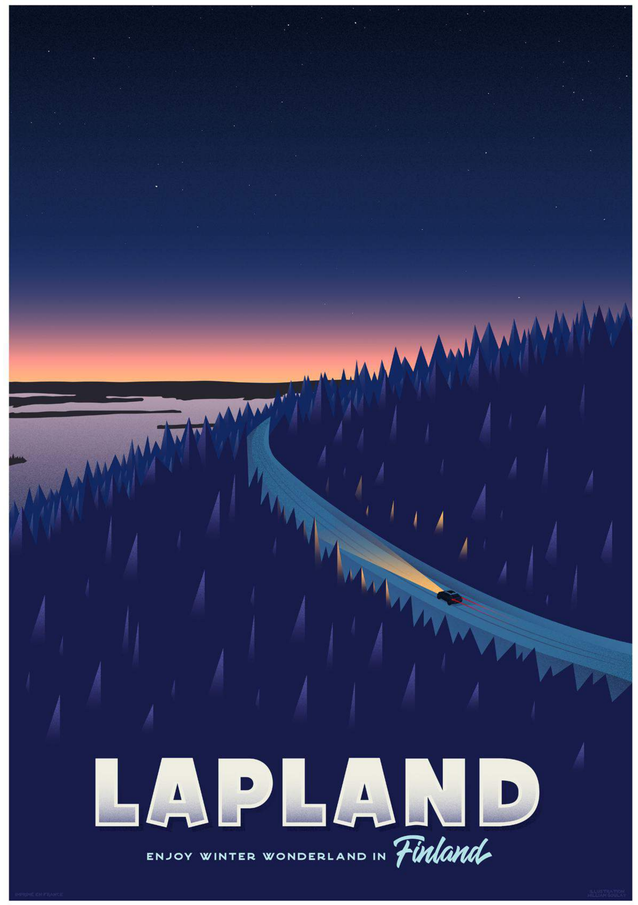
Poster Series

– Illustration & Graphic Design

Music and tourism, through posters but not only, have always been a vehicle for creativity. We could talk for hours about illustrators such as Steinweiss for jazz or Roger Broders for tourist posters.

As a vinyl collector and travel lover, illustration and poster design have always been my refuge for personal projects.

It's an opportunity to take my time, rediscover the pleasure of pencil sketching, and combine classic and modern techniques. Here are a few examples.

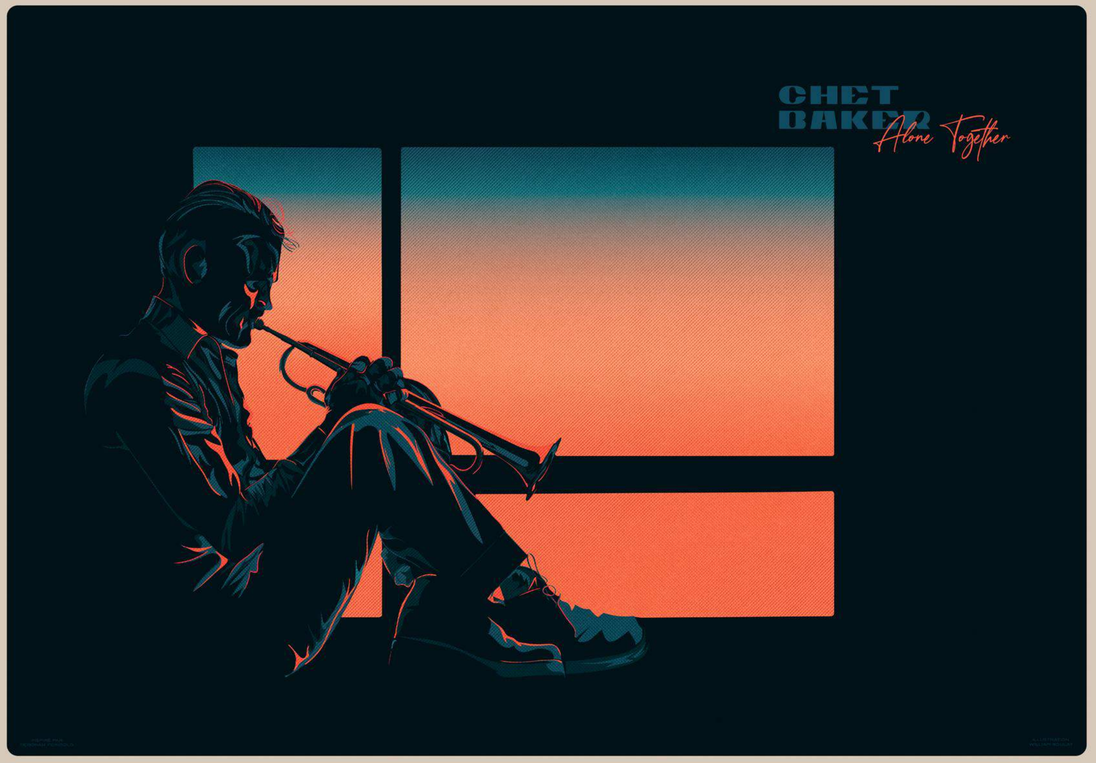


Lapland - "Come to Finland" poster contest





Arburu - Personal project



Chet Baker – Personal project



Duke '56 – Personal project

The Long Dark

– Illustration & Graphic Design

The world of The Long Dark is teeming with small details, signs, posters, and other graphic elements. While some may go unnoticed, others have become iconic, such as the posters.

One day, the game's visual design director asked me to come up with some new designs.

The idea was that with the release of a game expansion and the addition of new regions to the map, there was a need for new in-game posters to be scattered throughout the new buildings.

So I came up with a brochure warning of the presence of cougars, a poster for Forsaken Airfield airport, and a final one for the mine.




Fly to
GREAT BEAR
ISLAND


BREAKING
GROUND
GREAT BEAR ISLAND MINING CORP.

section 04 Photography

A Man & His Car

– Photoshoot direction and realization

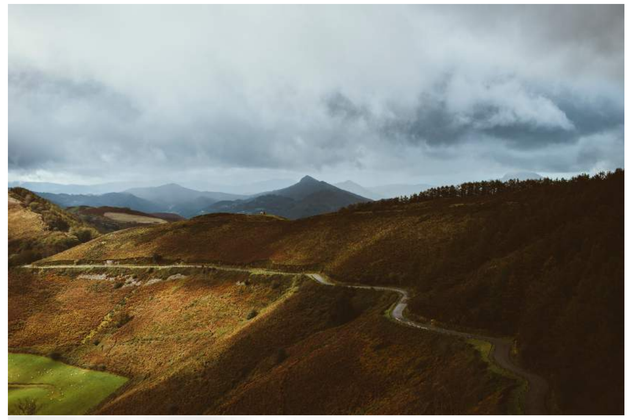
I met Hing Yeung in 2019 through a photo posted on social networks.

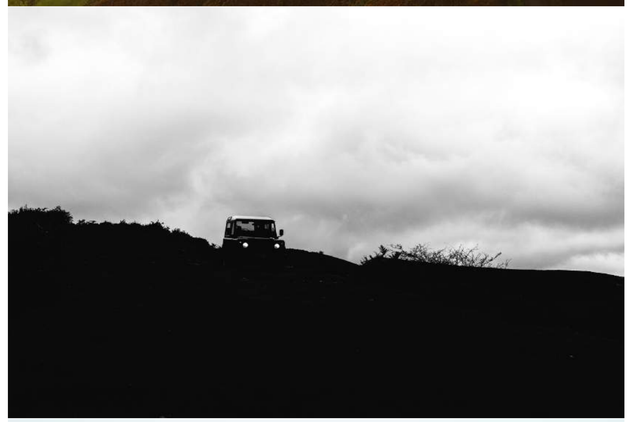
Hing is an artist with various talents, a recognized designer, specialized in shoes design, having grown up between the Netherlands and the United States, he is above all a car enthusiast and more particularly of 4 4 and rally cars.

If I had to describe him in one word it would be: passion. Passion and history. Owner of several vehicles, we decided to organize a photo session in the mountains of the Basque Country, in Navarre, under a thick fog giving the landscape a Scottish look.

With his Land Rover Defender Td5 in a pristine condition, we hit the tracks and spend a good moment in the middle of some amazing surroundings.



















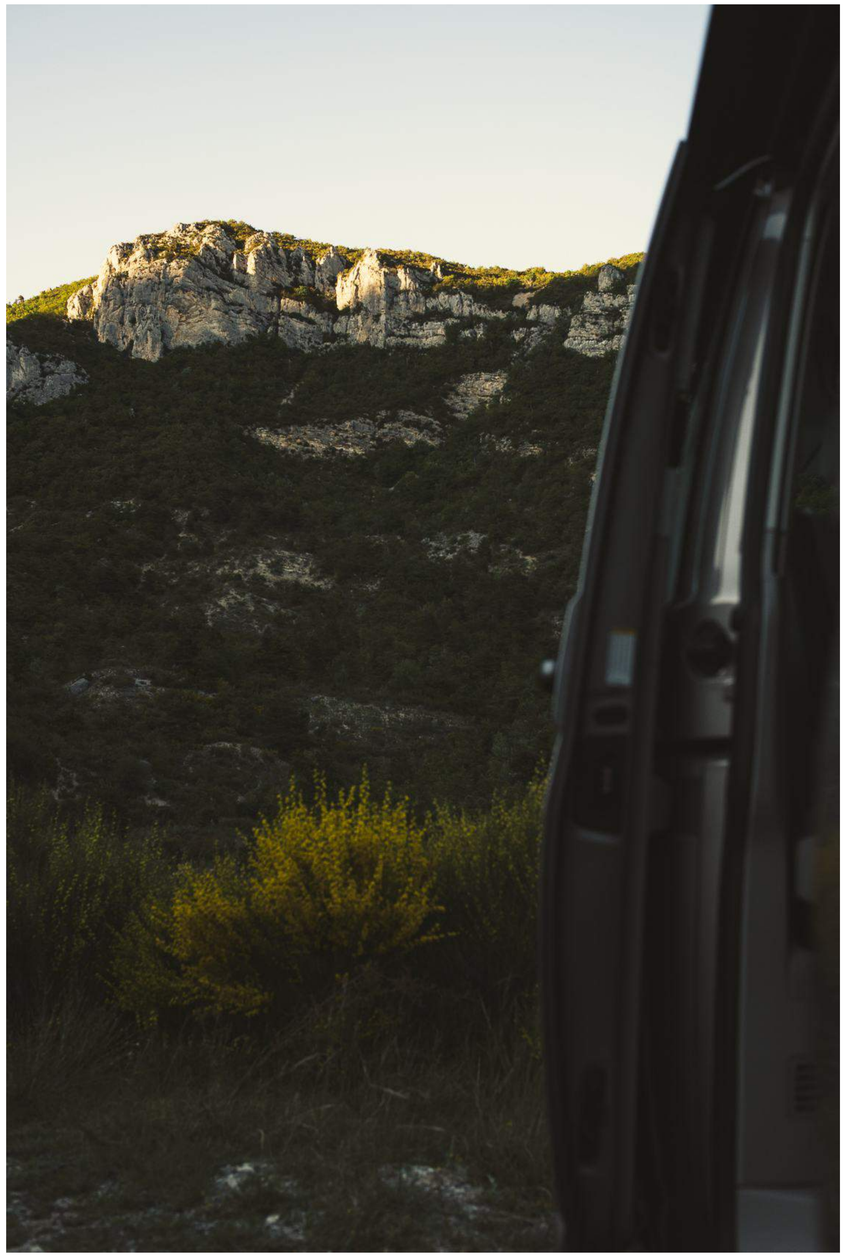
Volkswagen

– Art Direction & Shooting

As the writer and photographer for a personal travel blog for many years, I was approached by the advertising agency Grabarz & Partner, whose clients included Volkswagen.

The idea was simple: to do a photo shoot that was as natural as possible, all on the roads of France, in order to create content for Volkswagen Commercial Vehicles' social media channels.

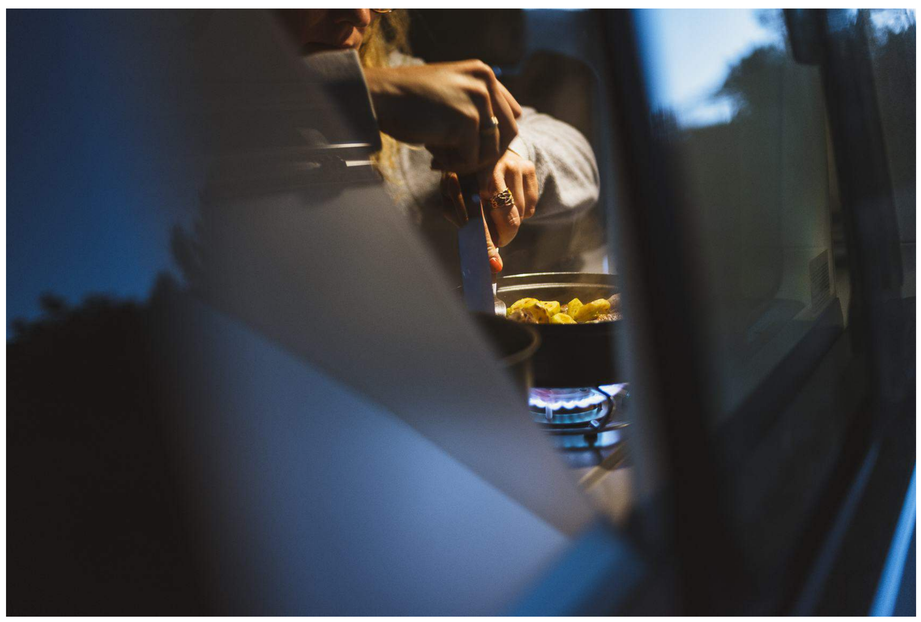
I suggested three itineraries in different parts of France, and in the end, they chose the south-east of France and Provence as the backdrop for the shoot.

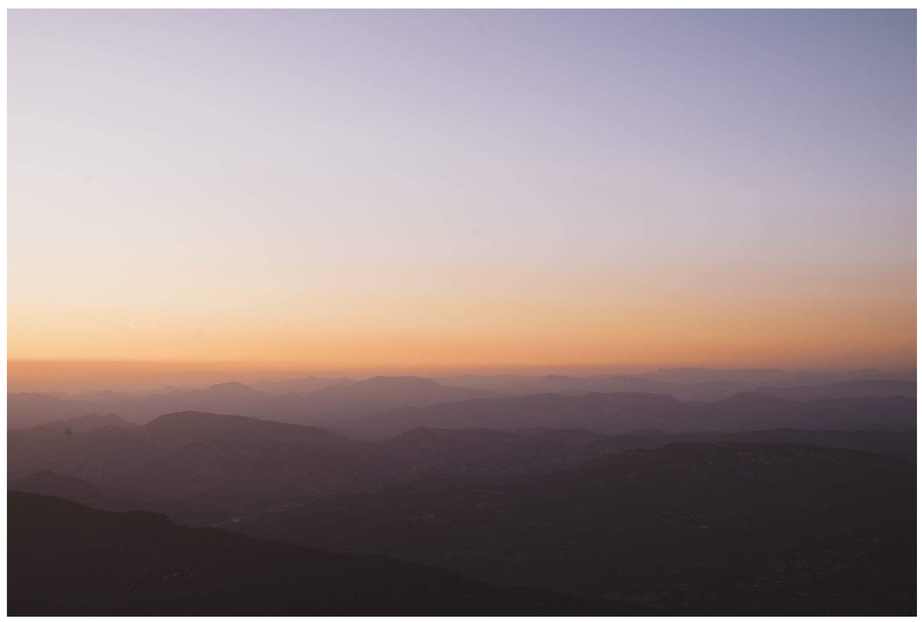










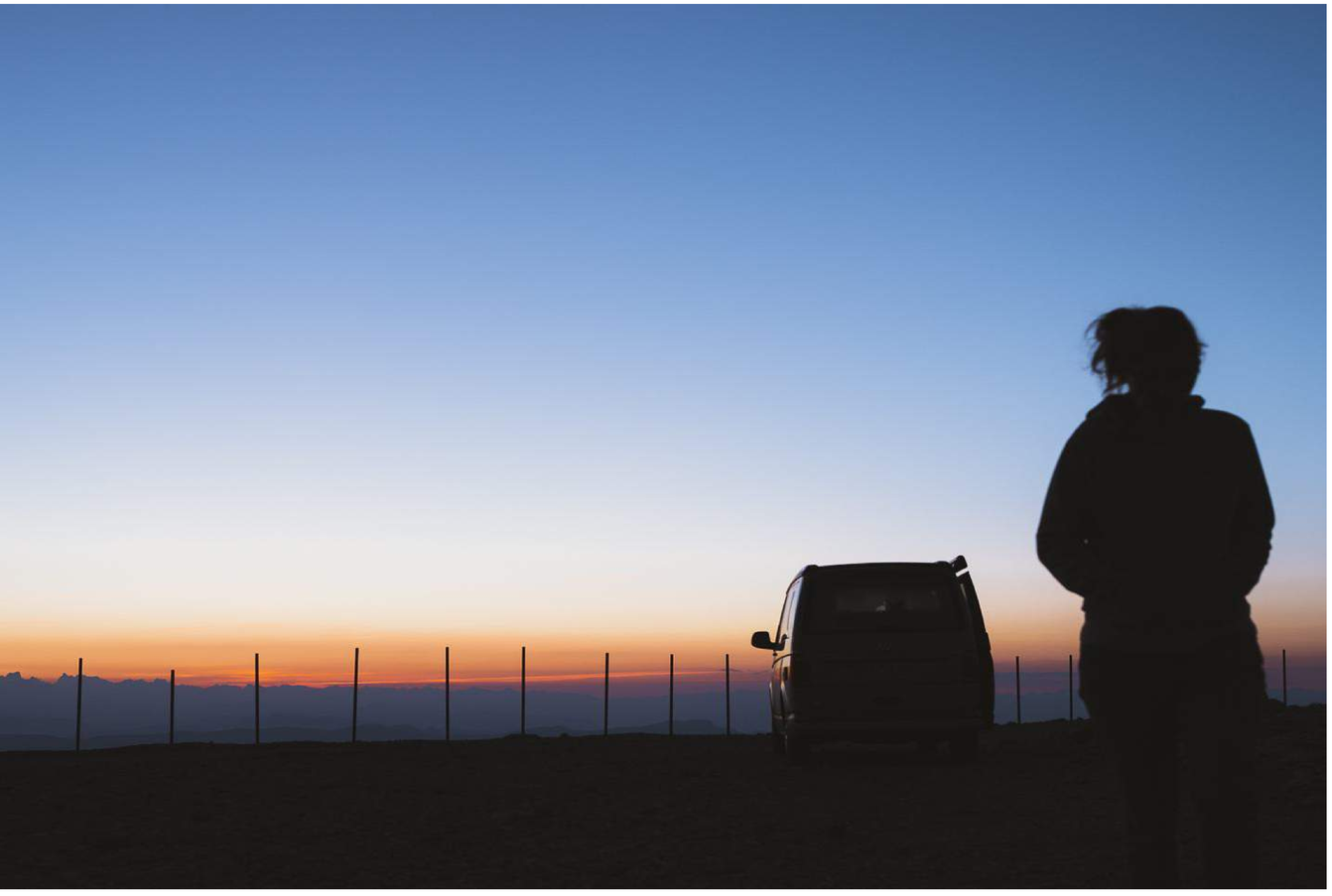

















Sommet du Ventoux
1909

Winamax Tv

– Photoshoot direction and execution

In 2018, Winamax, a sports betting and poker operator, decided to launch a WebTV channel, broadcasting simultaneously on their own website and on YouTube. The channel now has over 580k subscribers.

In order to create relevant content, Winamax decided to hire streamers, content creators, former athletes, and professional journalists, each with expertise in their respective fields.

Whether it was Jacques Monclar, former international basketball player, or Darenn Tullet, European football specialist and voice of the PES game, each one sat in front of my camera so I could create portraits that could be used as the basis for promotional content.















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