



# Joni<sup>\*</sup> Trythall

*\*pronounced joe-knee*

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## Creative Director

[View resume](#)

### About

Strategy and design portfolio

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### Contact

[hello@jonitrythall.com](mailto:hello@jonitrythall.com)

[calendly.com/jonitrythall](https://calendly.com/jonitrythall)

### Information

[jonitrythall.com](http://jonitrythall.com)

[linkedin.com/in/jonitrythall](https://linkedin.com/in/jonitrythall)

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DCUS '23 final shirt design



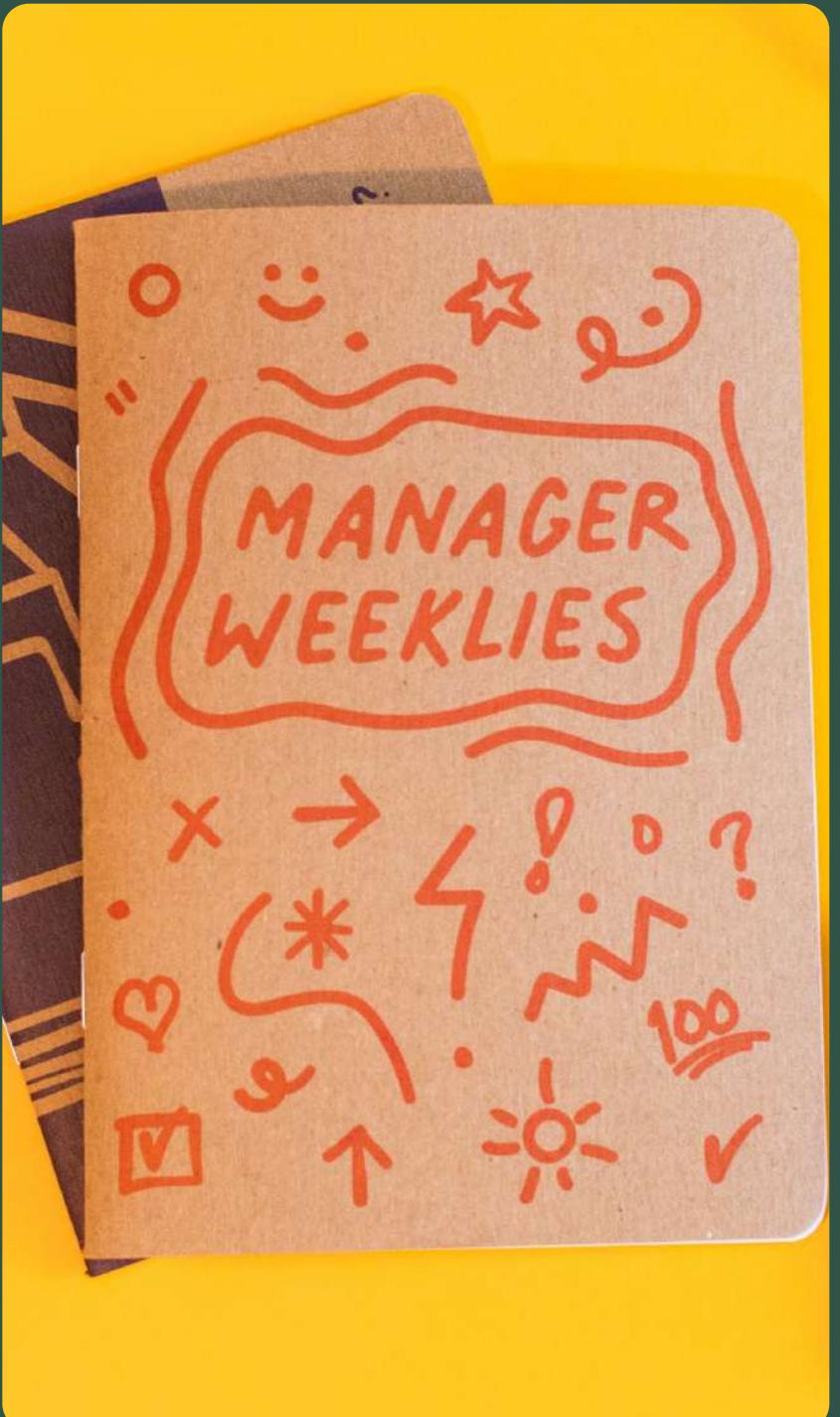
React Conf badge sticker



Final React Rally '20 shirt design



Soft Skills Engineering icons



Printed Manager Weeklies notebooks

# About Me



Too-tall sunflower from seed



Monarch raised from egg



Joni Trythall teaching a coding class for girls in Chicago



Office bookshelf



A Book Apart design series

**Joni Trythall**  
**Creative Director**

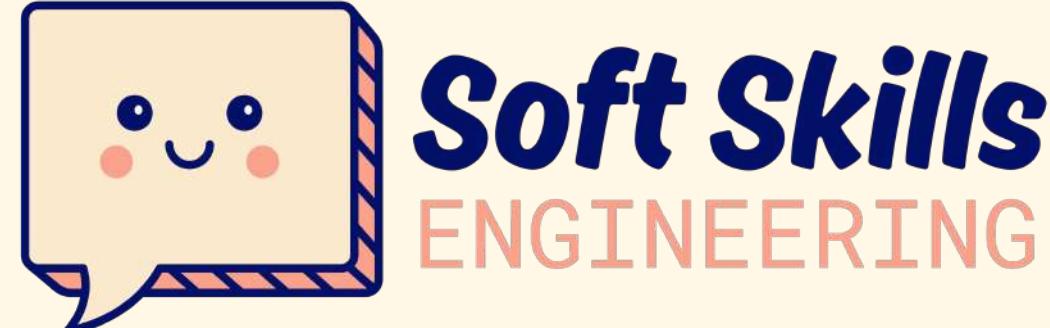
Hello, Joni Trythall here. I am a creative director who collaborates with friendly nonprofits and tech startups. Throughout the years, I have worked as a front-end developer and product designer, led design teams, founded [Ela Conf](#), taught development workshops to women and kids, authored [A Pocket Guide to Writing SVG](#), raised essential funds for nonprofits, and now run a micro-agency called YupGup.

Being involved in these diverse projects has helped me better understand what it takes to secure funding, launch initiatives, reach the right audiences, and ensure the design process is clear and effective. I have positioned myself perfectly to excel in creative direction and project management, carrying out marketing efforts rooted in mutual trust and genuine engagement.

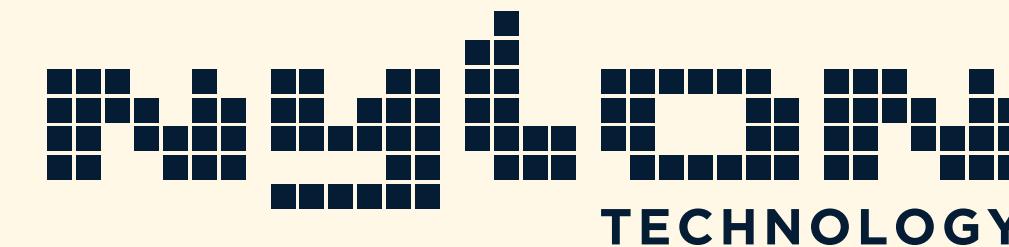
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness to overdeliver and get things just right, from high-level ideas to a fully formed, detailed brand with a mission, values, and ideal visual identity.

My favorite hobby is getting into hobbies. I raise monarch butterflies, solitary bees, and mantises while [documenting the journey](#) with a macro lens.

# Clients



2024  
**djangocon.us**  
DURHAM



**PLUCKY**



LearnDjango



The Hand  
Foundation



# PROJECT: The Hand Foundation

[View on web ↗](#)

## PROBLEM

Without the need for external funding, the Hand Foundation had been operating for years without a brand—no mission statement, established values, logo, or visual identity. Without a website and consistent language to speak to what the heart of the foundation is all about, it was challenging for staff and the board to share their excitement for the foundation's work and expand their reach to students.

## SOLUTION

In addition to creating clarity around their process, sharing the family's story was critical. It captures the intrinsic nature and intentions of the foundation and helped us define a set of values that will guide decisions far into the future. Many cherished photos were added to the site to help tell this story, along with a timeline of Dolly and Homer's contributions.

I conducted initial kick-off research around their work and the operations of similar foundations. Opportunities around transparency and a more traditional personality and voice became apparent. I documented the brand's personality after summarizing a guided questionnaire, wrote an impactful mission statement, helped establish values and their definitions, and created a visual identity that captures both their history and future.

## FINAL MISSION STATEMENT

Advancing the Glades area community and beyond through improving access to education and fostering enrichment initiatives.



The Hand Foundation

Full logo



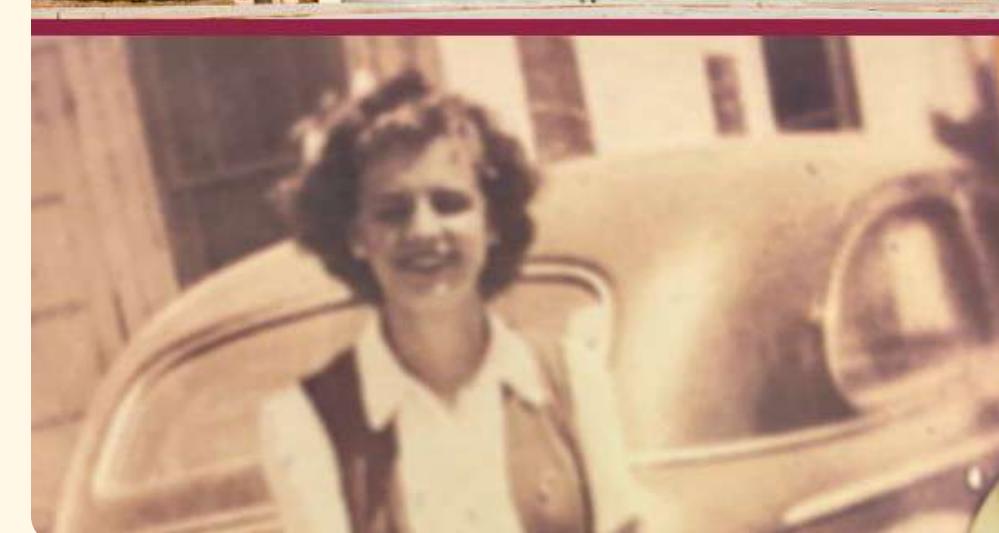
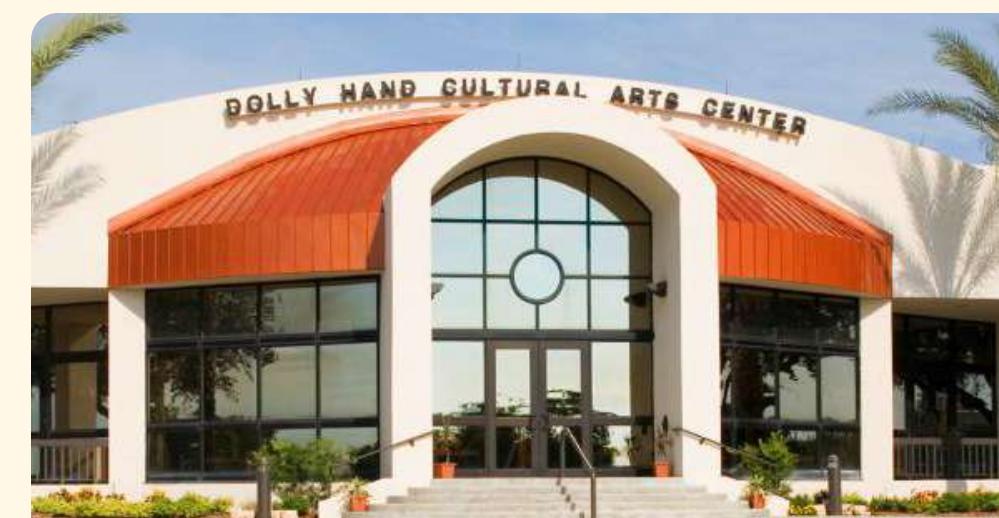
Avatar options



Select iconography

# The Hand Foundation

The Hand Foundation



Foundation social graphic example

# PROJECT: The Hand Foundation

## Continued

Process for student grant

### The Foundation supports students with a drive for higher education and self-improvement.

#### 1 Draft your letter of interest

This letter should include a biography and list of notable achievements from your time in high school and/or college. Include your full name, address, phone, and email. This letter should be well written and concise.

#### When completed, please mail to:

The Hand Foundation, Inc.  
9100 Belvedere Road, Suite 210  
Royal Palm Beach, FL 33411

“I've come to understand that life is wonderful and it's what you make of it that counts.”

Homer Hand

#### 2 The Foundation's decision

Applications will be provided to candidates via regular mail after letter of interest is received and reviewed. Grants are awarded based on merit and budget after completed application is returned.

Site section preview explaining application process

## ESTABLISHED VALUES

Education, Community, Empowerment, Impact, Stewardship

1990's–2010's

The Hands broaden their impact

The Hand Foundation continues to make higher education a reality for many individuals that endeavor to further their studies and careers.

Dolly serves an Olympic torch bearer for the 1996 Olympics.

The Homer and Dolly Hand Art Center at Stetson University in DeLand, Florida opens in 2002. The center promotes art appreciation and scholarship via exhibitions, events, and outreach.

The Stetson University College of Law in Gulfport, Florida names its law library in honor of Dolly and Homer Hand in 2010.



Site section preview of history timeline—a crucial aspect of project

## PROJECT:

# DjangoCon US

[View on web ↗](#)

### PROBLEM

I've been collaborating with the DCUS team since 2018, helping them design the experience for their yearly conference around the Django framework. The design had previously mostly stayed the same over the years, and there was limited print design. Each event was less likely to stand on its own, and fundraising materials were not capturing the true feel and positive impact of the community.

### SOLUTION

The design updates have not only kept the audience excited but have also significantly contributed to the success of our fundraising efforts. The materials we've created have effectively captured the spirit and importance of the events, resonating with the friendly and welcoming community. This unique aspect of the group, which sets them apart from others in tech, has been successfully reflected in each year's design through a tried and true design process.

I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.



Logos and submarks over the years



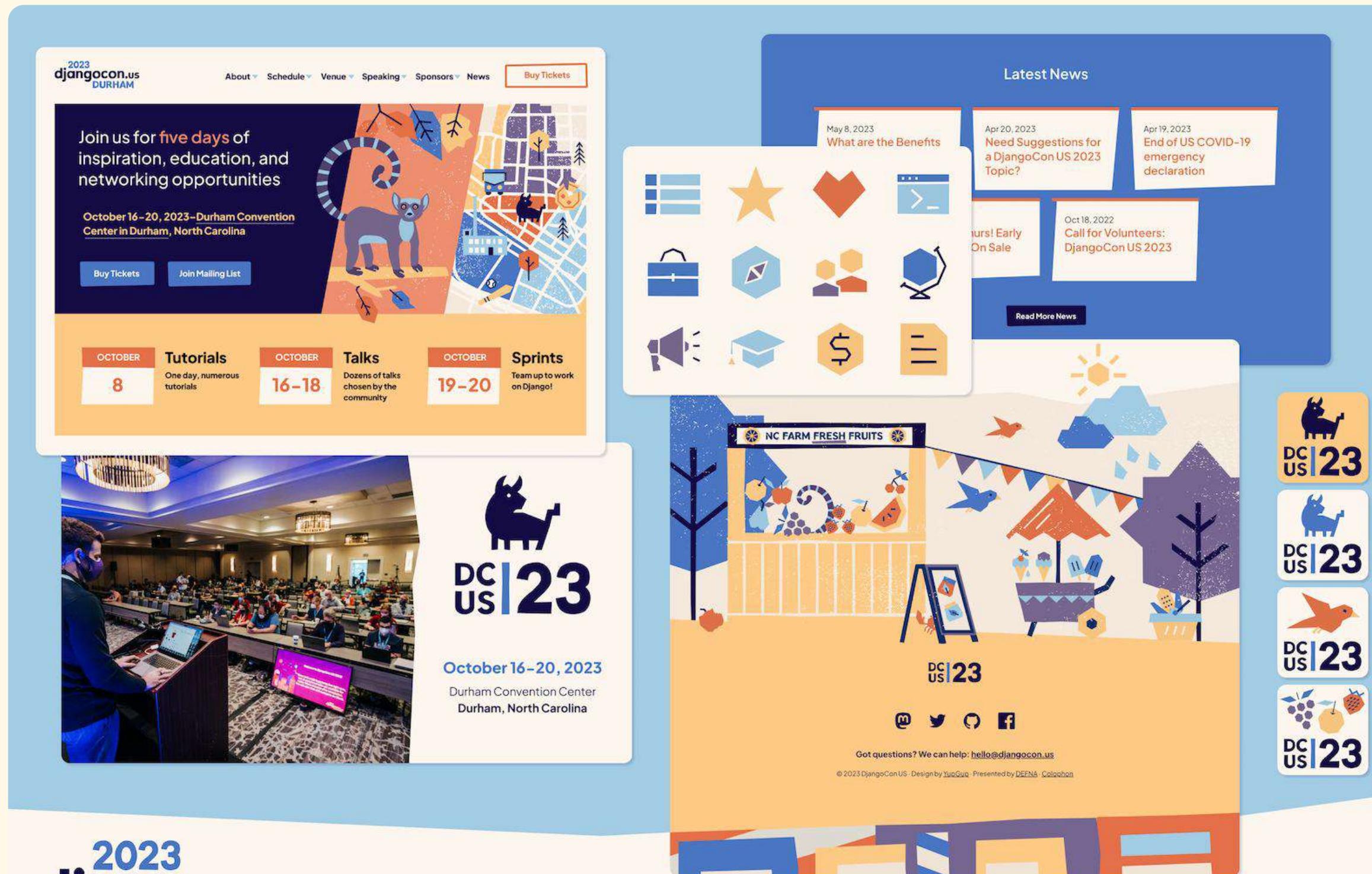
Logos and submarks over the years



Preview of '24 design elements

# PROJECT: DjangoCon US

# *Continued*



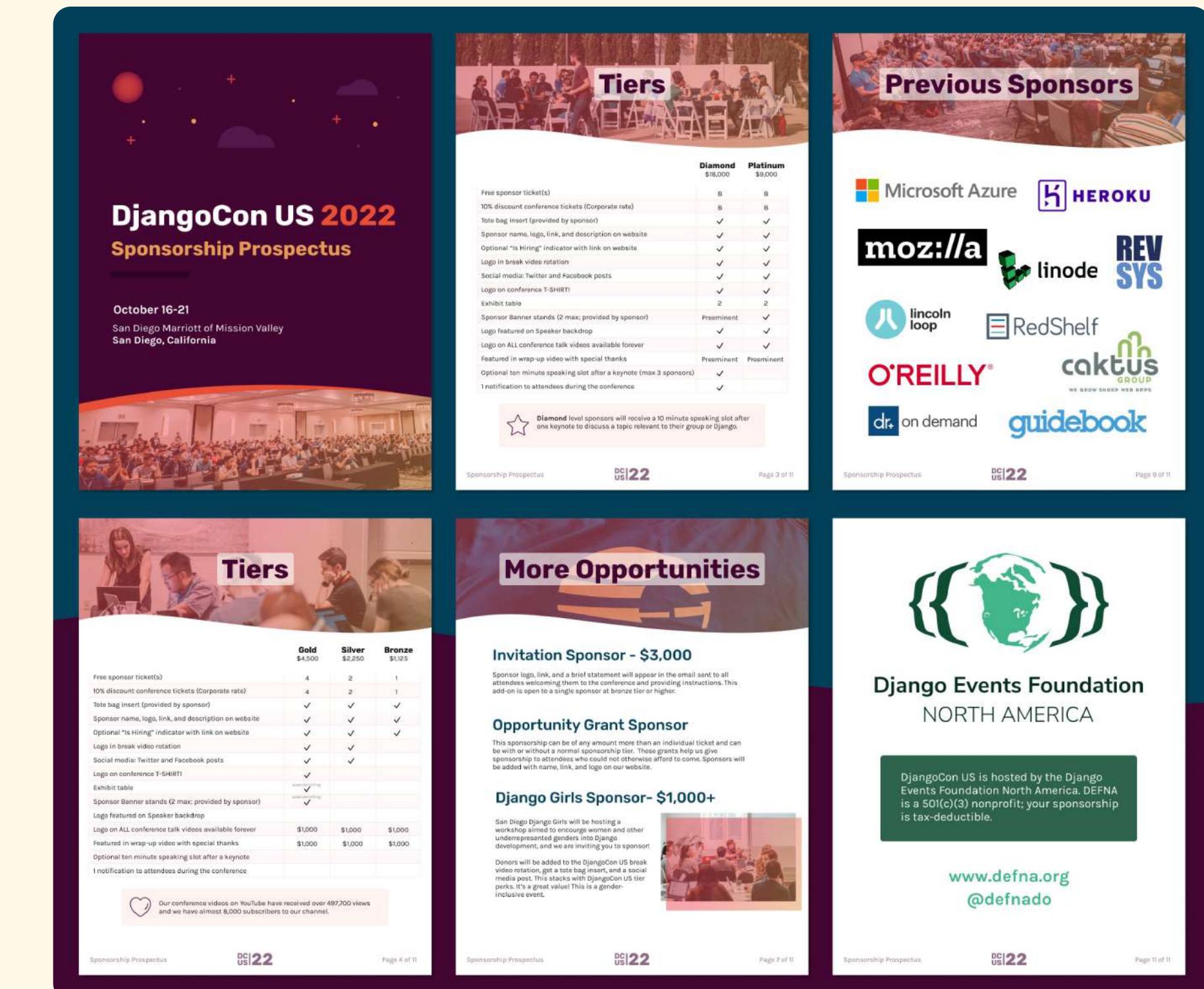
Site design overview from '23



'24 outdoor shot with printed banner



'22 buttons, '23 totes



## Preview of '22 prospectus document

# PROJECT: Embrace

[View on web ↗](#)

## PROBLEM

Embrace is a Delaware nonprofit dedicated to creating an inclusive and supportive community for individuals with disabilities and their families. The organization's previous website was challenging for families to navigate in order to find important program information. Additionally, the brand's identity was outdated and presented difficulties due to issues with image quality and contrast.

## SOLUTION

In the research phase, we analyzed how similar nonprofits structured their websites and collected feedback and data on why families visit the site. After identifying information gaps and challenges during the registration processes, I restructured and redesigned the site. The most sought-after information is now easily accessible, providing a clear course of action and a comprehensive program summary for families. It was crucial that their online presence was as welcoming and helpful as their in-person presence.

The visual identity refresh updated the look and feel while preserving the intentions of the original design. The organization now has original vectors to avoid pixelation and social media graphics for better outreach and event updates.

The image displays various branding assets for Embrace, a nonprofit organization. At the top left is the original logo, featuring a teal heart with a white outline containing a stylized figure and a cross, with the word "EMBRACE" written vertically along the left edge. To its right is the slogan "unconditional, inclusive love". Below this is a note: "Original logo—no vector version for org to use". To the right of the original logo is an "After School Program" logo showing a backpack with the same heart icon and the text "After School Program". Below these are two more logo variations: an "Updated logo" with a purple heart and the same slogan, and an "Updated after school logo" featuring a yellow backpack with the text "embrace after school program" and a small heart icon. In the center is a section titled "Fun, cheerful program-based iconography" showing various colorful icons like a megaphone, an apple, a sun, a flag, and stars. Below these are two promotional graphics: one showing a woman interacting with a child in a wheelchair in a park, and another for a "Virtual Respite" event with a zoom code. The bottom right is a "Social graphic template" showing a dark blue template with the "unconditional, inclusive love" slogan and a list of activities: Games, Stories, Dancing, and And more! The page is dated "2020" and includes the footer "Trythall Strategy & Design Portfolio".

Original logo—no vector version for org to use

Original after school logo

Updated logo

Updated after school logo

unconditional, inclusive love

Fun, cheerful program-based iconography

unconditional, inclusive love

Virtual Respite

Join us with other Embrace families for:

- Games
- Stories
- Dancing
- And more!

Zoom code: 591-486-582

unconditional, inclusive love

Promotional social share graphics

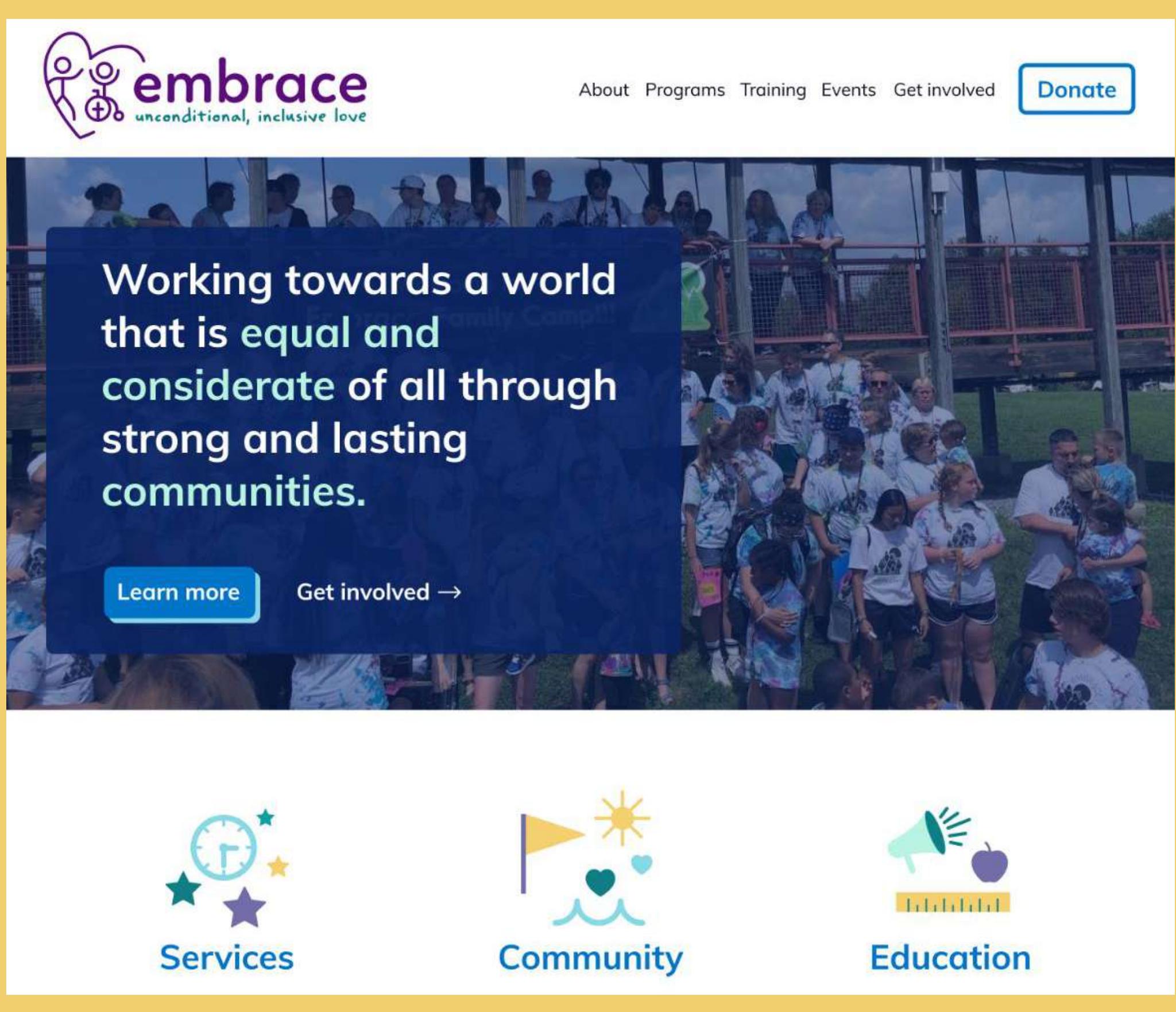
Social graphic template

2020

Trythall Strategy & Design Portfolio

# PROJECT: Embrace

*Continued*



The site hero features a large, dark blue background image of children at a camp. Overlaid text reads: "Working towards a world that is equal and considerate of all through strong and lasting communities." Below this are two call-to-action buttons: "Learn more" and "Get involved →". At the bottom, there are three service icons: "Services" (clock and stars), "Community" (flag and sun), and "Education" (megaphone and apple).

Site hero preview featuring family camp photo—the org's most popular program



Front/back preview of brochure design for school distribution



Inside preview of brochure design for school distribution

# Other Work



Moon Highway podcast social graphic

The homepage hero section for Moon Highway. It features a large dark blue banner with white text: 'Learn to Code with Moon Highway' and 'JavaScript Curriculum Development and Training For Engineering Teams'. Below it, there's a grid of cards for 'Corporate', 'Individual', 'Curriculum Development', and 'Public' training options. The Moon Highway logo is in the top left corner.

Moon Highway homepage hero design



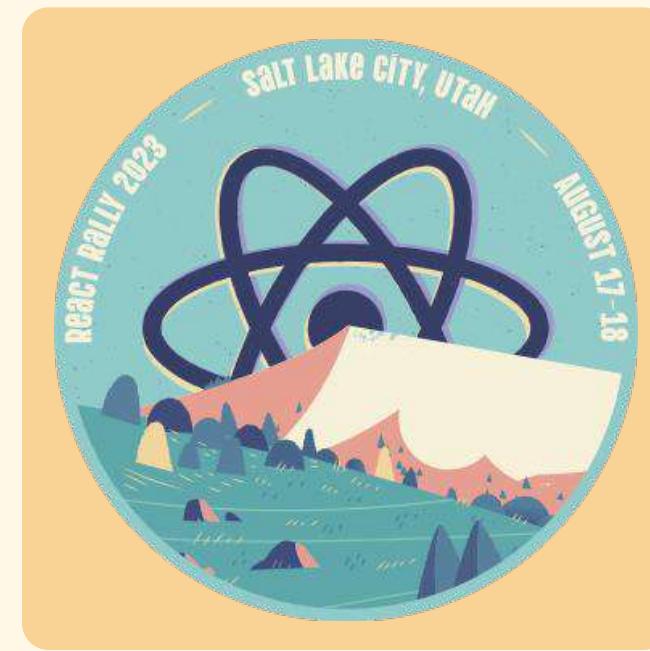
DjangoGirls+ shirt '24



Lincoln Loop space notebooks



React Conf '18 shirts



React Rally '23 stickers



Years of sticker designs



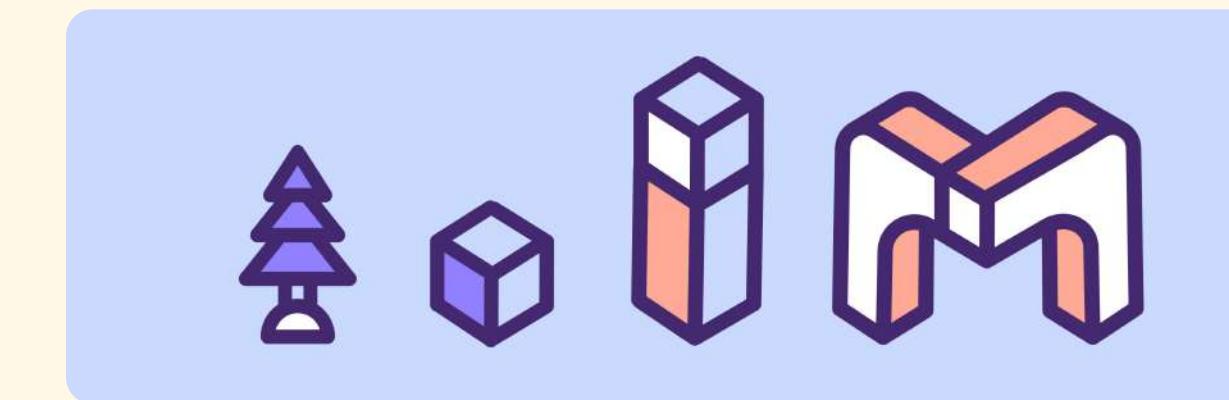
React Conf '19 banners



Markee logo

A screenshot of the Markee landing page. It features the logo and tagline 'Let's stay connected'. Below that is a section with the text 'A meeting and collaboration space that's really yours.' and a paragraph about customization. At the bottom are 'Set up a demo' and 'Contact us' buttons.

Markee landing page design



Markee social banner



timesplitter

Timesplitter logo



Timesplitter social banner

# Let's Talk

## Contact

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Beloved Lincoln Loop holiday card designs over the years—the kind you hang up for months