

Joni Trythall

Brand Strategy & Design

jonitrythall.com ↗
hello@jonitrythall.com ↗

Extroverted problem solver that cares about people, process, and Post-its. Busy crafting enjoyable, genuine experiences for all.

Primary Interests

Fostering long-term relationships and happy teams, visual design, branding, project discovery process, project management, research, content strategy and UX writing, community building and engagement, newsletter management, raising monarch butterflies and solitary bees, trying and failing to keep 10-foot-tall sunflowers upright

Proud Moments

- Supporting StepZen through seed funding and IBM acquisition.
- Exceeding fundraising goals for Ela Conf, securing nearly \$20,000 for a charity teaching marginalized individuals how to code.
- Launching a popular coding series for kids.
- Promotion to Head of Design at NowSecure.
- Publishing A Pocket Guide to Writing SVG.

Education

Cornell University | Brand Management Certificate Program

Chestnut Hill College | Master of Science Human Services Administration
Philadelphia PA

LeMoyne College | Bachelor of Arts History, Minors in Political Science Anthropology
Syracuse NY

Recent Experience

Partner, Design Lead | YupGup ↗
August 2017–Present

Run client onboarding and discovery process, conduct and present research, lead marketing design and strategy, creative direction, guide content strategy. Establish business goals, manage client projects, conduct outreach and sales. Clients include tech startups and developers.

Web & UX Designer | Contract
October 2012–August 2017

Web design, UX, product design, and front-end work for development agencies. Ran UX strategy for product discovery phases with stakeholders, conducted remote user interviews and evaluated and presented findings, structured content to meet user and business needs, copywriting, created wireframes and thorough style guides.

Clients included Lincoln Loop, Eldarion, Appsembler, Designmodo, SuperHi, and Envato.

Co-founder, Design Director | Ela Conf ↗
March 2015–March 2018

Established a large tech leadership conference and community for marginalized genders to help bridge existing diversity gap. Extensive community management, fundraising, content strategy, design, digital marketing experience exhibited to create an inclusive and safe space.

Head of Design | NowSecure ↗
July 2015–March 2016

Product designer turned head of design. Managed design team, built product-wide style guide, liaison between design and engineering teams, UX lead, designed and built UI, fostered empathy and healthy remote work culture until funding loss.