



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

*\*pronounced joe-knee*

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**Brand Strategist  
& Designer**

[View resume](#)

## About

Strategy and design portfolio

*Last updated Sept 28, 2024*

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## Information

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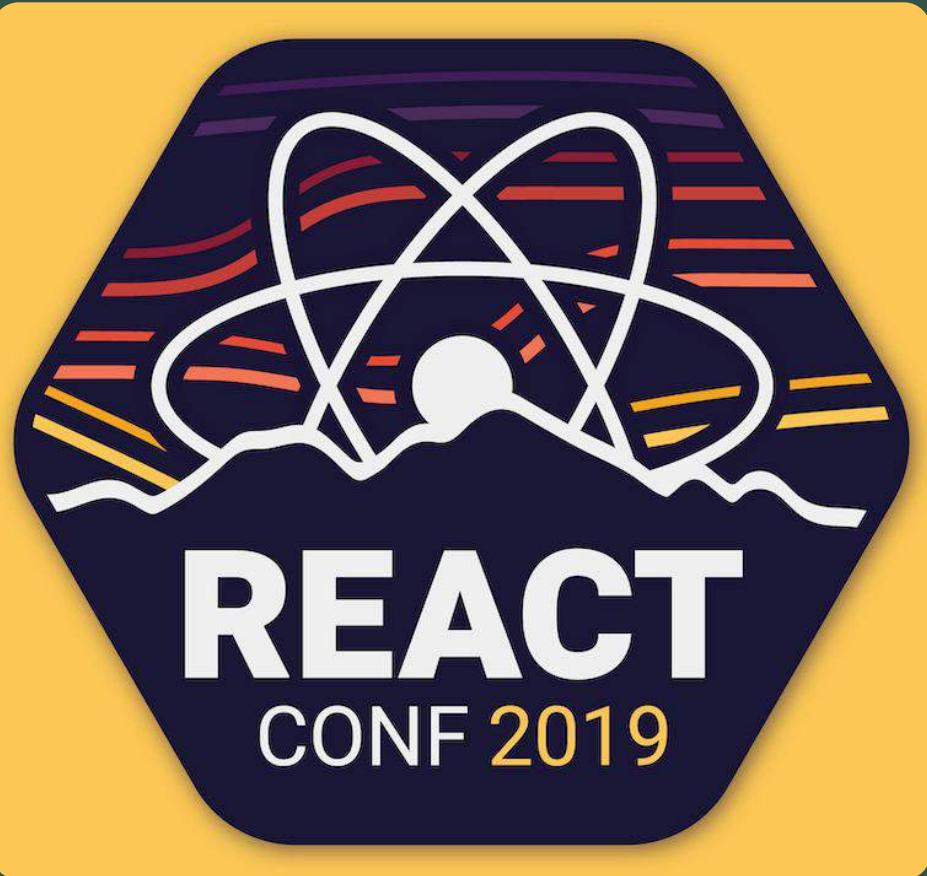
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DCUS '23 final shirt design



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  
Brand Strategist**

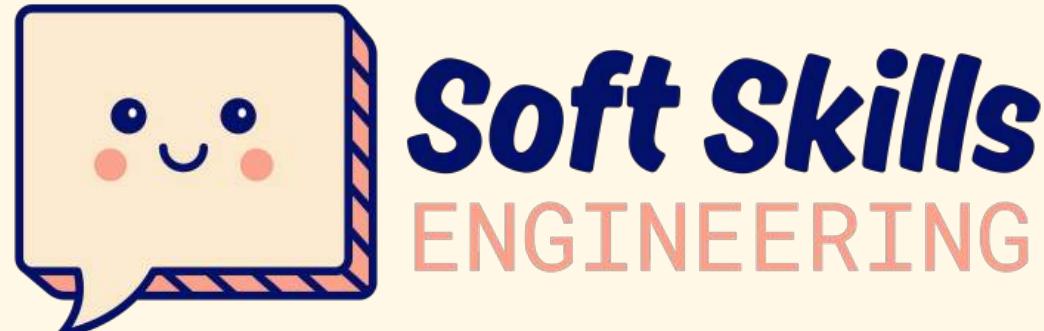
Hello, Joni Trythall here. I am a brand strategist and designer who collaborates with friendly US-based nonprofits and tech startups while living at the tip top of Delaware. Throughout the years, I have worked as a front-end developer and product designer, led design teams, founded [Ela Conf](#), taught 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.

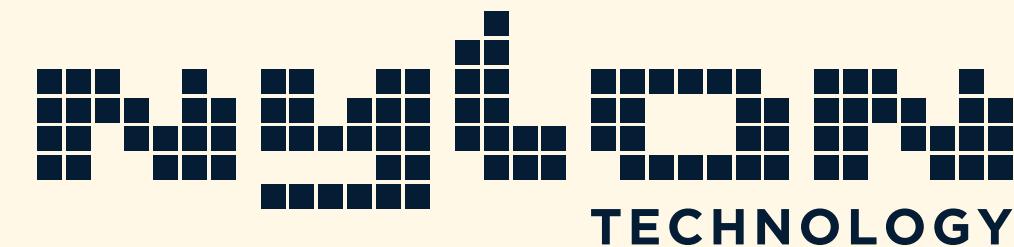
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness 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:

# 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.

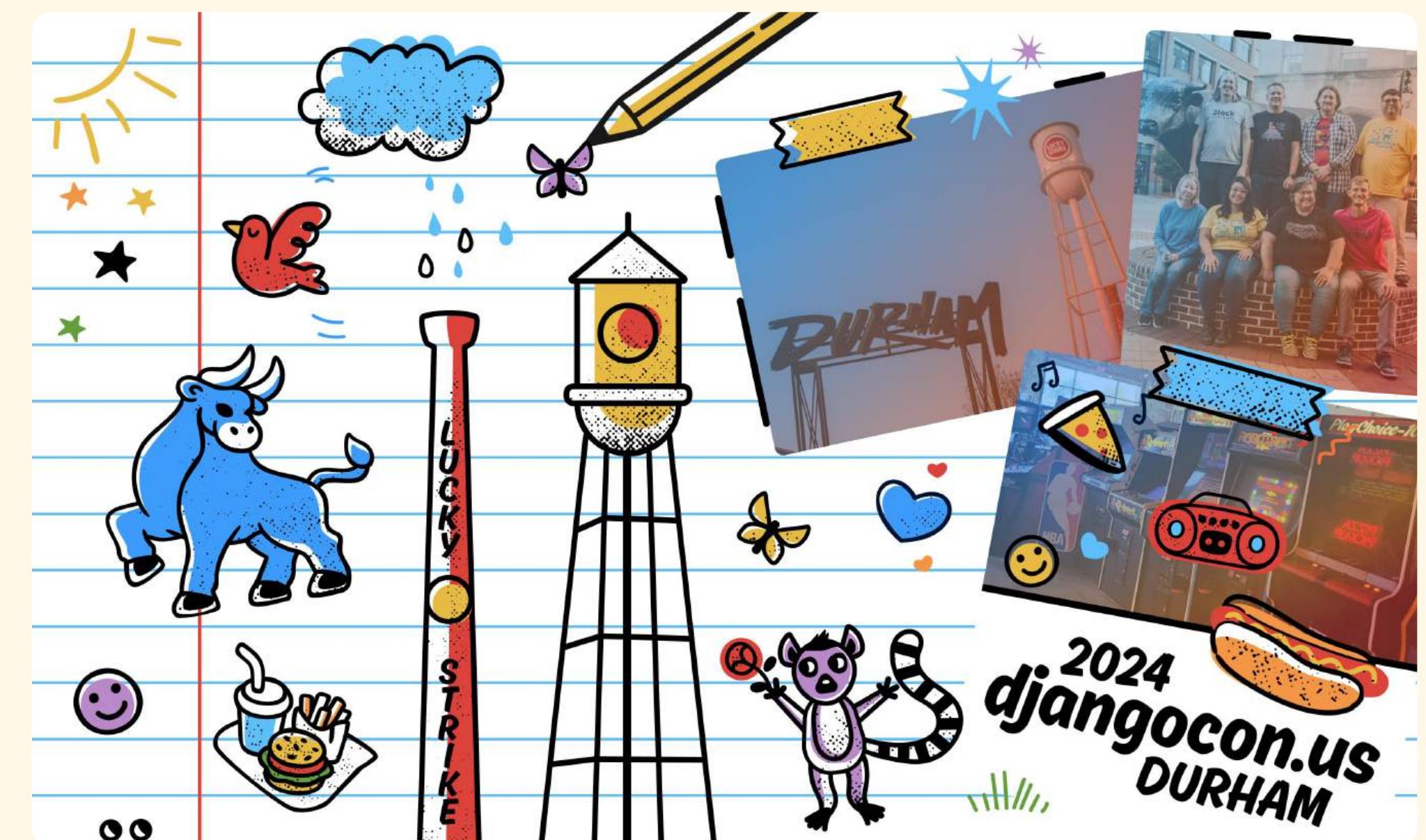
I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.



Logos and submarks over the years



Logos and submarks over the years



Preview of '24 design elements

# PROJECT: DjangoCon US

*Continued*

**2023**  
**djangocon.us**  
**DURHAM**

Site design overview from '23



'24 outdoor shot with printed banner



'22 buttons, '23 totes

Preview of '22 prospectus document

# 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

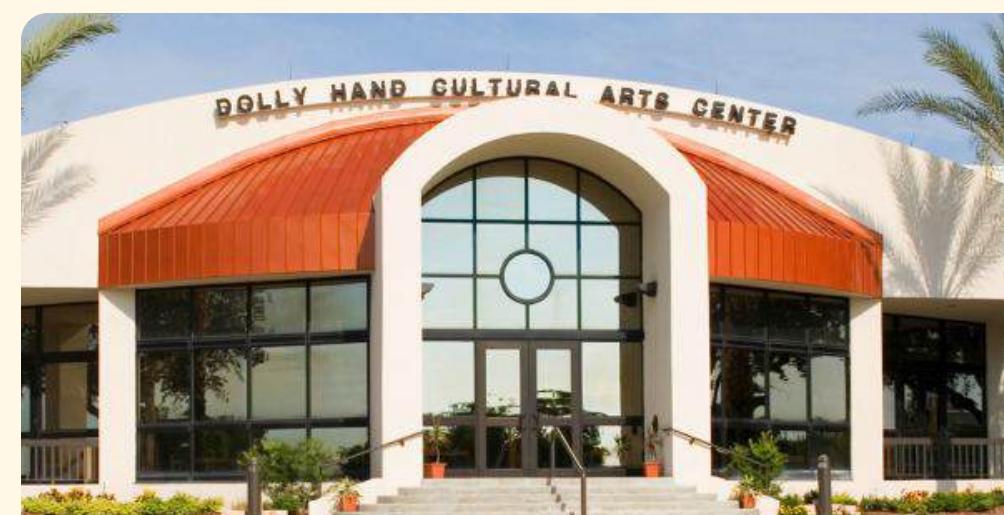
Full logo



Avatar options



Select iconography



The Hand Foundation

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 as 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: StepZen

[View on web ↗](#)

## PROBLEM

StepZen reached out as a startup looking to establish a visual identity that would reach and resonate with a developer audience. The team needed a logo, color palette, typography, and a marketing website to start. Without a design team, they were also in need of long-term design support to maintain established brand guidelines and assist with marketing assets.

## SOLUTION

Through a discovery research and collaboration process, we established the new brand's personality, goals, audience, competitors, and tone. From there, we were able to narrow in on a visual direction that would have the greatest impact and most accurately captured the spirit of who they are and the message they wanted to send. Where we landed was technical but still approachable, with a design library full of stroked illustrations and gradients with a bit of a tranquil feel to play into the "zen" part of using the product and provide a clear contrast to competitors.

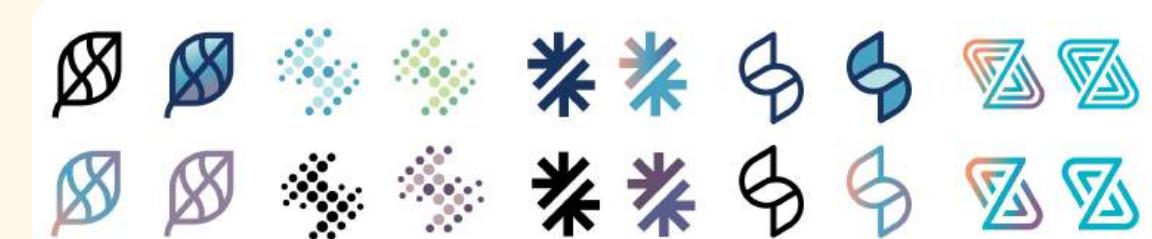
For years to follow I worked with StepZen on all their continued design needs until they were acquired by IBM. This work included infographics, print design, presentation and pitch deck templates, social media graphics, video covers, pillar page illustrations, blog post covers, hackathon design support, and much more.



Full colored logo



Submarks



Initial symbol exploration



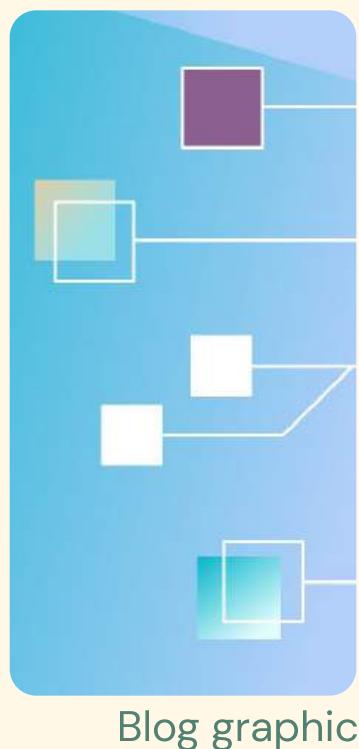
Initial icon set



Blog post cover



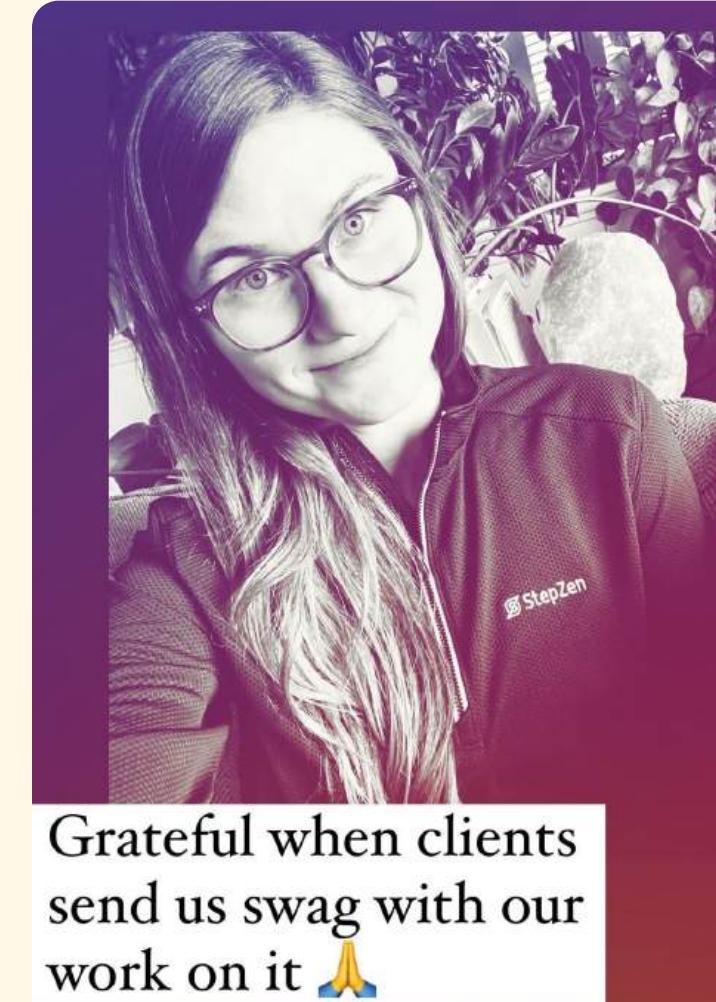
Support graphic for marketing materials



Blog graphic

# PROJECT: StepZen

**Continued**



New promo swag!

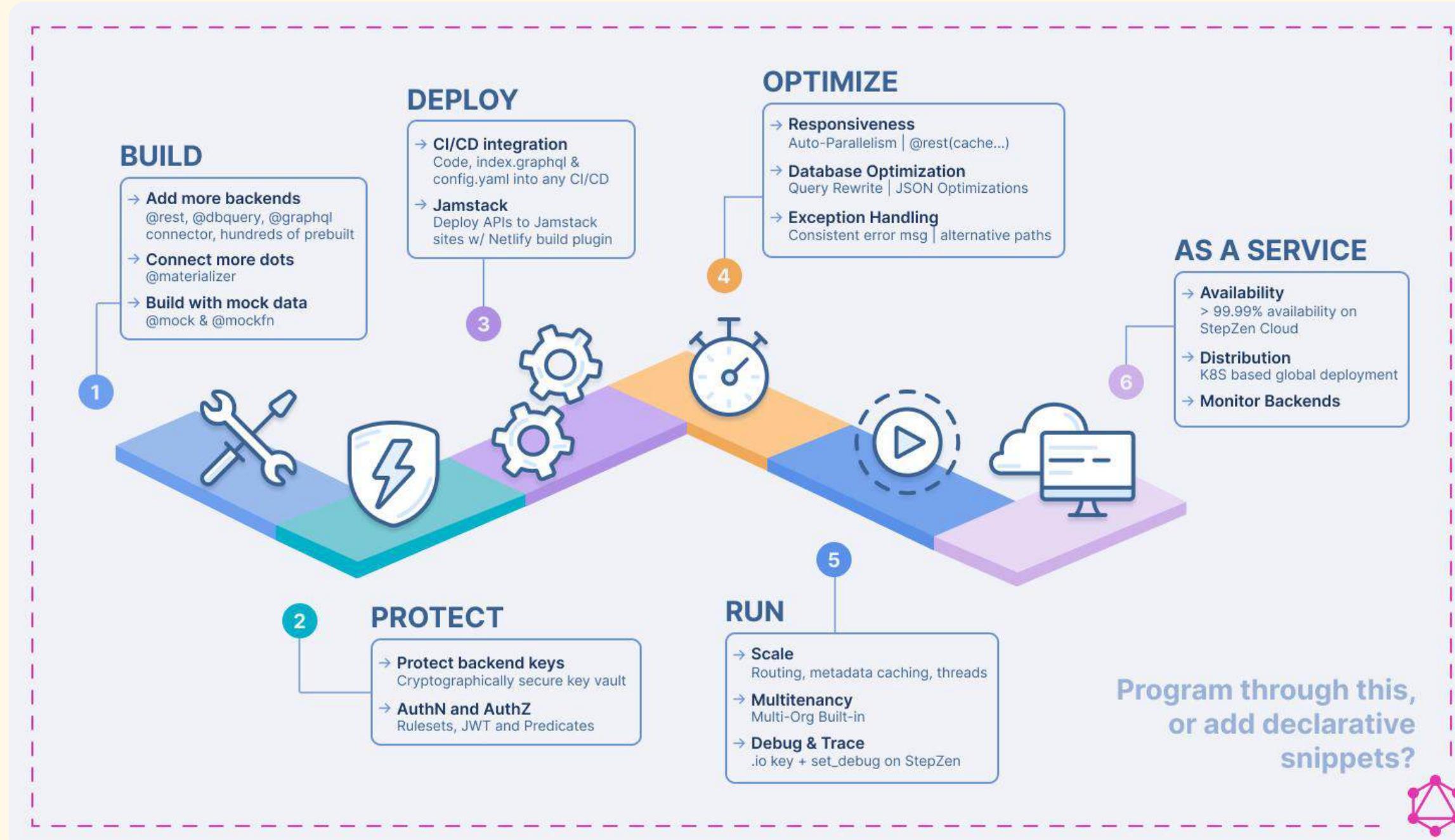
**TC**

## IBM acquires GraphQL startup StepZen to step up its game in API management

Ingrid Lunden  
@ingridlunden / 5:21 am PST • February 8, 2023

IBM acquisition article

Initial homepage design



Detailed infographic communicating StepZen value



One of many presentation cover templates

# 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 collage displays various branding elements for Embrace:

- Original logo—no vector version for org to use:** Shows the original logo with a heart containing a person icon and the text "EMBRACE".
- Original after school logo:** Shows a backpack with a heart icon and the text "After School Program".
- Updated logo:** Shows the updated purple "embrace" logo with the tagline "unconditional, inclusive love".
- Fun, cheerful program-based iconography:** Includes icons for a clock, stars, a flag, a sun, a megaphone, an apple, and a pencil.
- Promotional social share graphics:** Features a photo of a child in a wheelchair with a staff member, and a dark blue sidebar with icons for Services, Community, and Education.
- Social graphic template:** Features the "Virtual Respite" event template with a yellow callout for games, stories, dancing, and more, and a zoom code.

# PROJECT: Embrace

*Continued*

**embrace**  
unconditional, inclusive love

About Programs Training Events Get involved [Donate](#)

**Working towards a world that is equal and considerate of all through strong and lasting communities.**

[Learn more](#) [Get involved →](#)

**Services**   
**Community**   
**Education**

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

# Community: ELA Conf

[View on web ↗](#)

## PROBLEM

As a front-end developer at the time, it was clear that there was a severe lack of diversity within tech leadership roles. In addition to being isolating, this meant that women were not part of the big decisions being made, were not occupying higher paying positions, and were overall continuing to get discouraged from staying in their existing roles or choosing tech and development as a career path at all.

## SOLUTION

I started ELA Conf with a friend in Philadelphia that was involved with Girl Develop It. We envisioned a space for marginalized individuals to learn from one another, grow with one another, and gather the tools necessary to become strong, connected leaders. Over three successful years, we recruited additional essential and talented organizers and ran a success event and online community.

ELA Conf filled an existing, enormous gap in tech and tech events. It was affordable, and we provided speaker travel stipends and attendee childcare thanks to our tireless fundraising efforts. We addressed the soft skills that were too often overlooked within teaching content and created a network for members to tap into for advice, help, and employment. Attendees reported finally getting those raises they were after, being promoted to lead roles, and making lifelong friends. I consider ELA Conf to be one of the highlights of my career.



# Community: Wiggle Work

[View on web ↗](#)

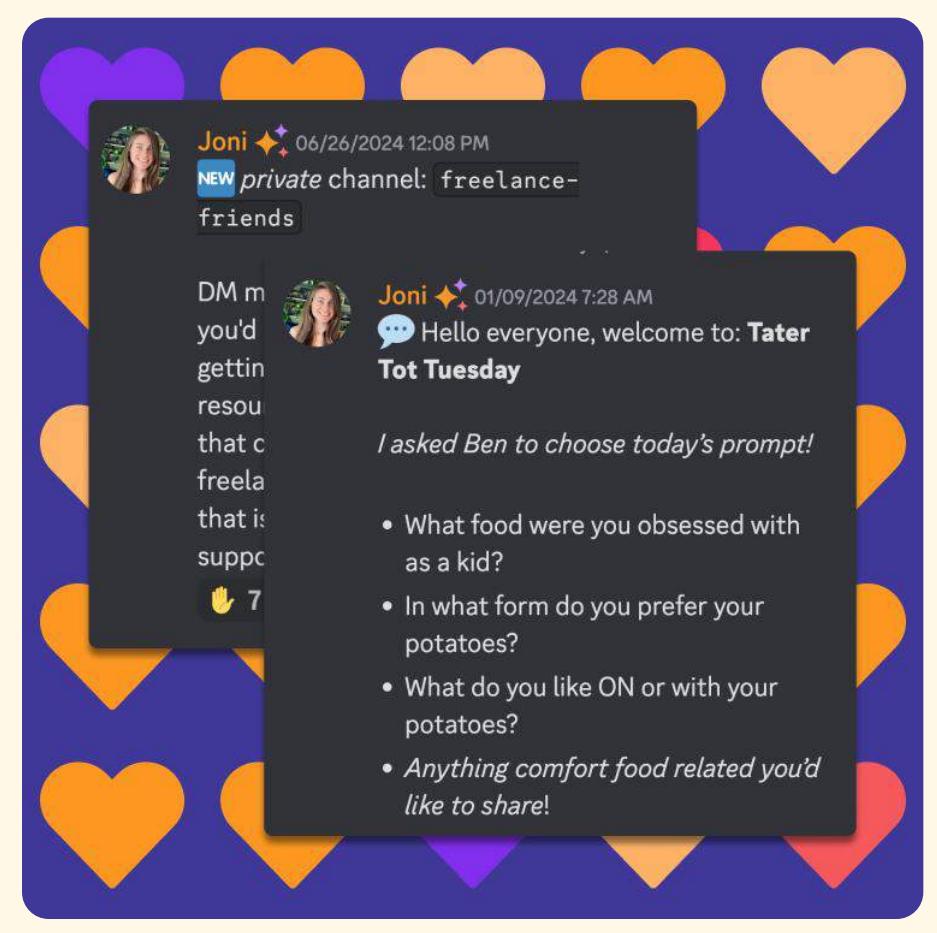
## PROBLEM

Working remotely, while it has countless benefits, can also be incredibly isolating and lonely. Many companies have not quite figured out how to foster a healthy remote work culture and tech is a space with a large percentage of folks that are independent contractors. Additionally, traditional networking can be quite intolerable and disingenuous—it doesn't have to be this way.

## SOLUTION

Wiggle Work is a Discord community that provides a warm, welcoming, and worthwhile space for us folks working remotely that I started in 2023. While the tone is casual and about friendships and fun first, it's also proven to be an exceptional place to get advice from peers, grow your professional network, and celebrate your latest wins.

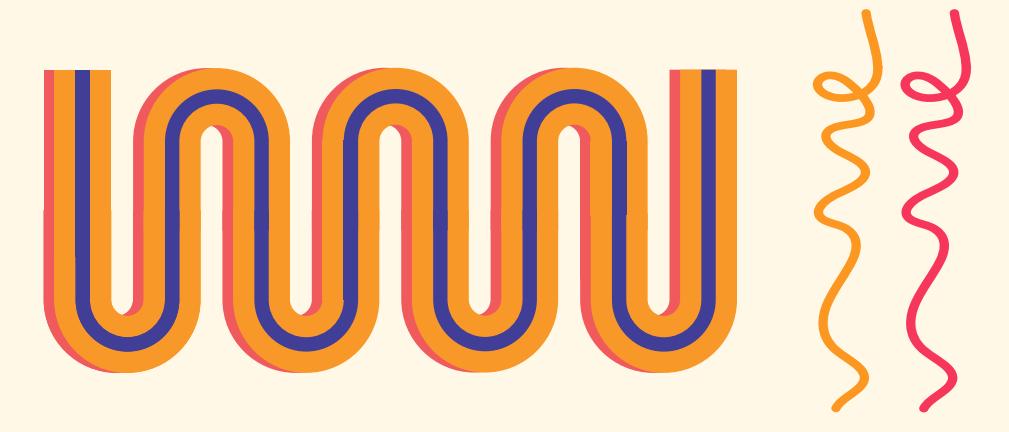
We have weekly video calls, active channels about distractions, work, learning, and snacks. We love snail mail and have special events—it's the essential water cooler bonding we would otherwise miss out on. All of our events and processes have been deliberately crafted to foster an environment that is empathetic, open-minded, enjoyable, down-to-earth, and respectful. It's my favorite place to spend my work week and I'm so grateful to the individuals who have helped make it such an important and impactful community.



2023 Halloween candy count



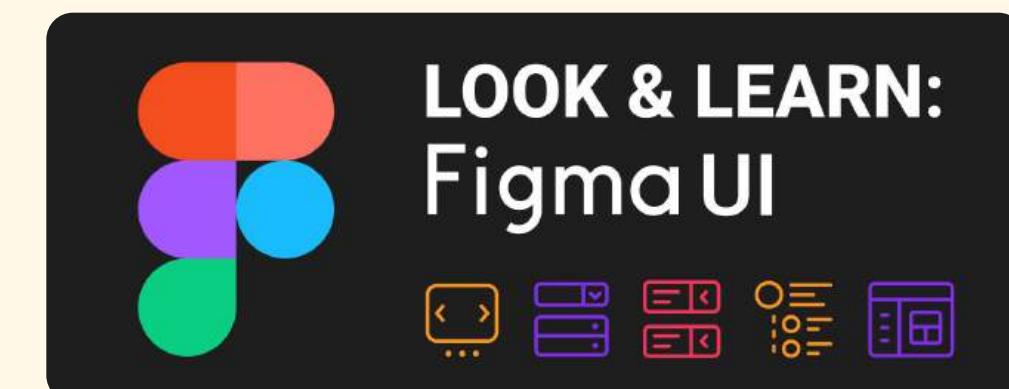
Shirt design



branded wiggles



General community promo



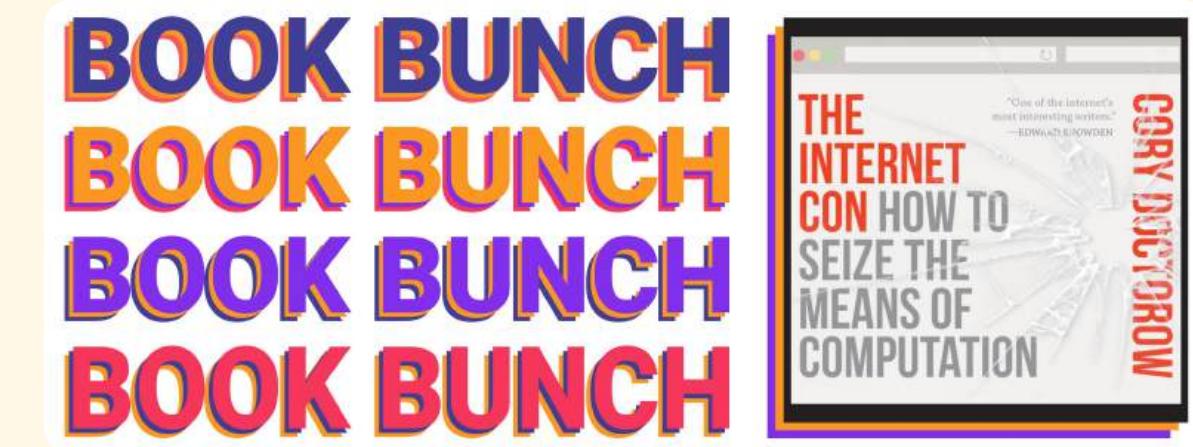
Look & Learn promo



Wiggly stickers



Meme contest promo



Book club promo

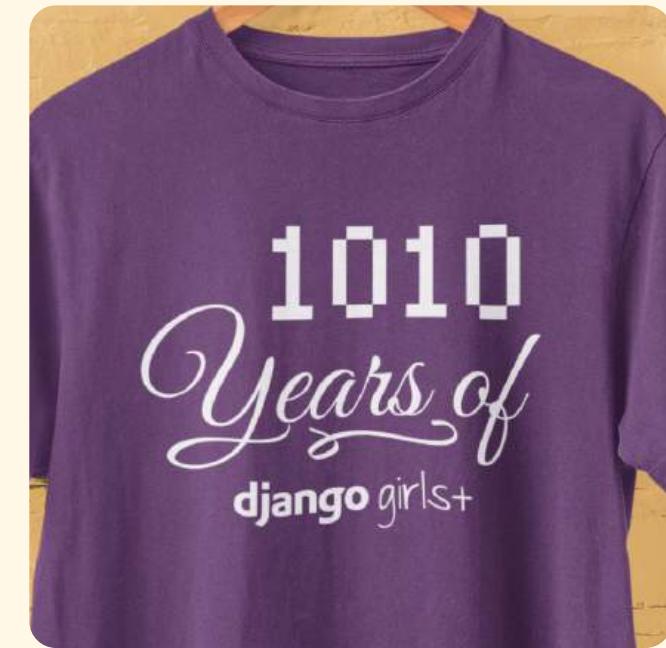
# Other Work



Moon Highway podcast social graphic

The homepage hero section for Moon Highway. It has a dark blue header with the Moon Highway logo. Below it, a large dark purple banner with white text says 'Learn to Code with Moon Highway'. Smaller text below it says 'JavaScript Curriculum Development and Training For Engineering Teams'. To the right is a stylized illustration of a planet with a small alien character. Below the banner, there's a grid of four cards: 'Corporate', 'Individual', 'Curriculum Development', and 'Public'. Each card has a small icon and a brief description.

Moon Highway homepage hero design



DjangoGirls+ shirt '24



Lincoln Loop space notebooks



React Conf '18 shirts



React Rally '23 stickers

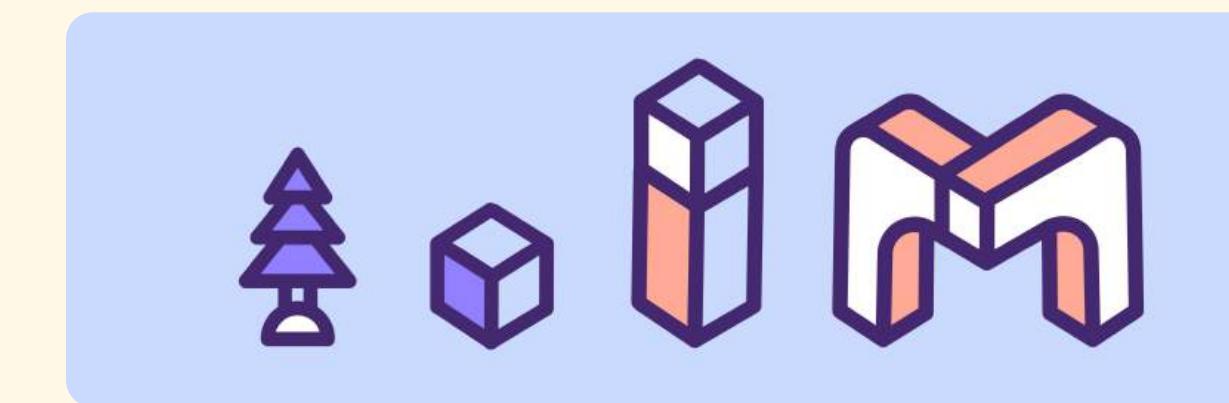


# markee

Markee logo

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

Markee landing page design



Markee social banner



Years of sticker designs



React Conf '19 banners



# timesplitter

Timesplitter logo



Timesplitter social banner

# Let's Talk

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