



Joni^{*} Trythall

**pronounced joe-knee*

Brand Strategist

[View resume](#)

About

Strategy and design portfolio

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Contact

hello@jonitrythall.com

Information

jonitrythall.com

linkedin.com/in/jonitrythall

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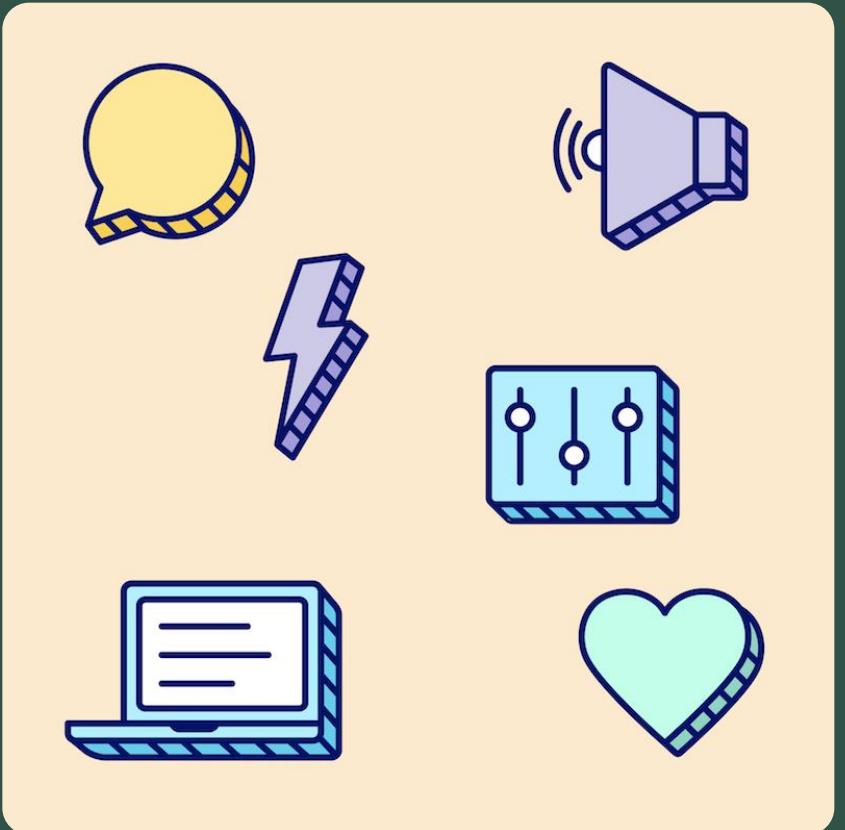
DCUS '23 final shirt design



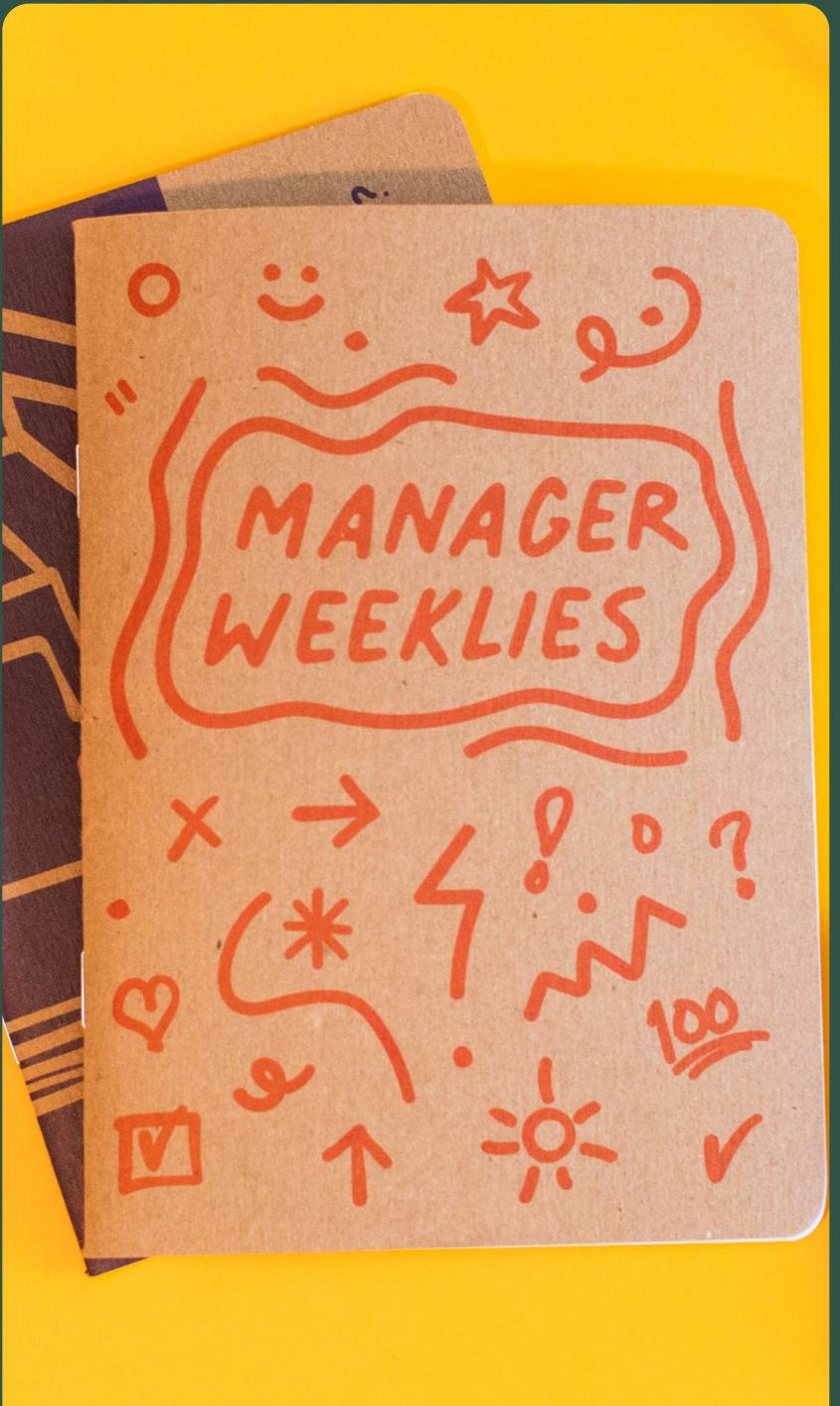
React Conf badge sticker



Final React Rally '20 shirt design



Soft Skills Engineering icons



Printed Manager Weeklies notebooks

About Me

Joni
Trythall
Brand Strategist



Joni Trythall teaching a coding class for girls in Chicago

Hello, Joni Trythall here. I am a brand strategist and design lead 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 my own micro-agency called YupGup.

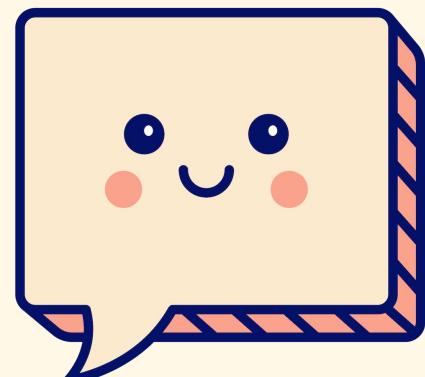
Being involved in these diverse projects has helped me better understand what it takes to secure funding, launch initiatives, and reach the right audiences. I have positioned myself perfectly to excel in brand management and creative direction, carrying out marketing efforts rooted in mutual trust and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

I have focused on promoting transparency in processes and fostering positive communities. I dedicate the majority of my time to building relationships and problem-solving, starting from the initial sales outreach through project discovery and up to 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 identity.

Clients



elevatedigital



Soft Skills
ENGINEERING

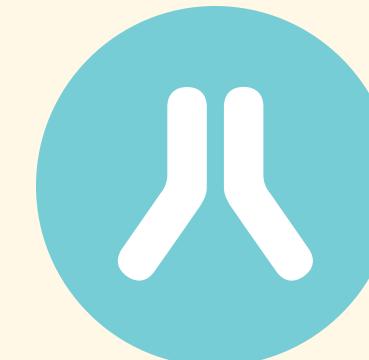


2023
djangocon.us
DURHAM

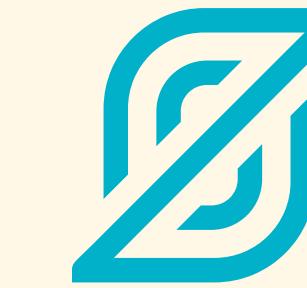


2024
djangocon.us
DURHAM

PLUCKY



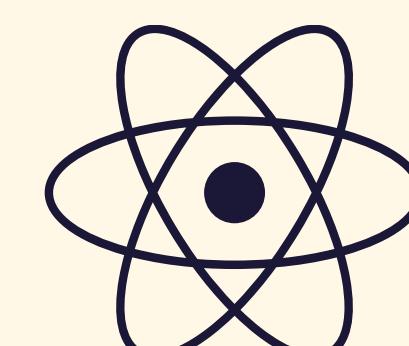
lincoln
loop

 **StepZen**



 **M**OON
HIGHWAY

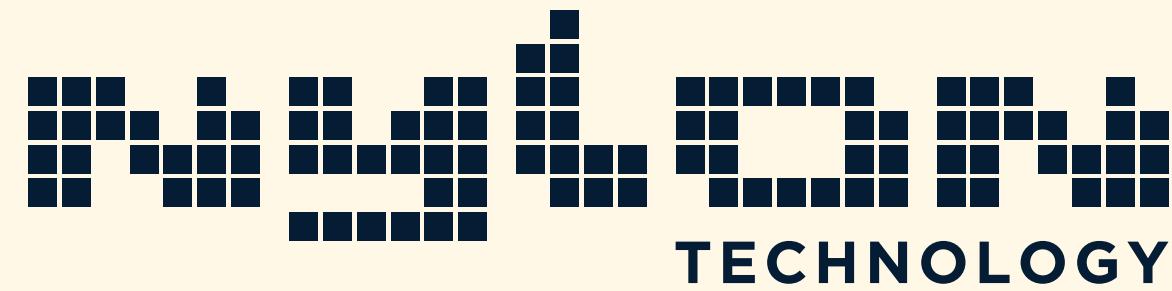
LearnDjango

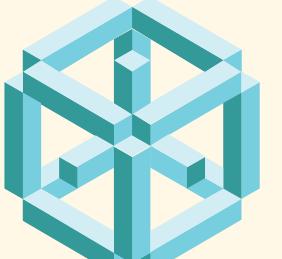


REACT
CONF 2019



The Hand
Foundation



 **testdriven.io**

 **23** **React**
RALLY

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 spirit 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, 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



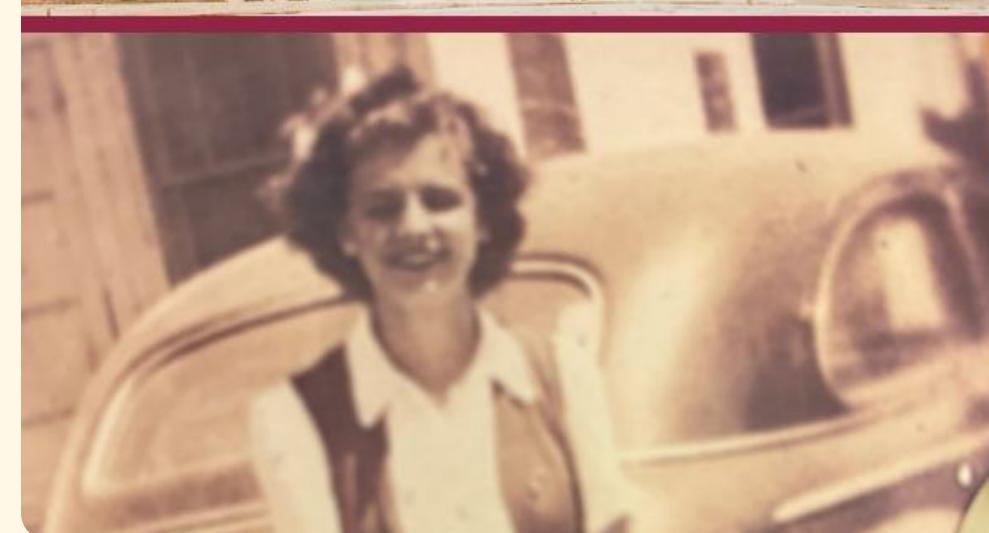
Avatar options



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 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:

DjangoCon US

[View on web ↗](#)

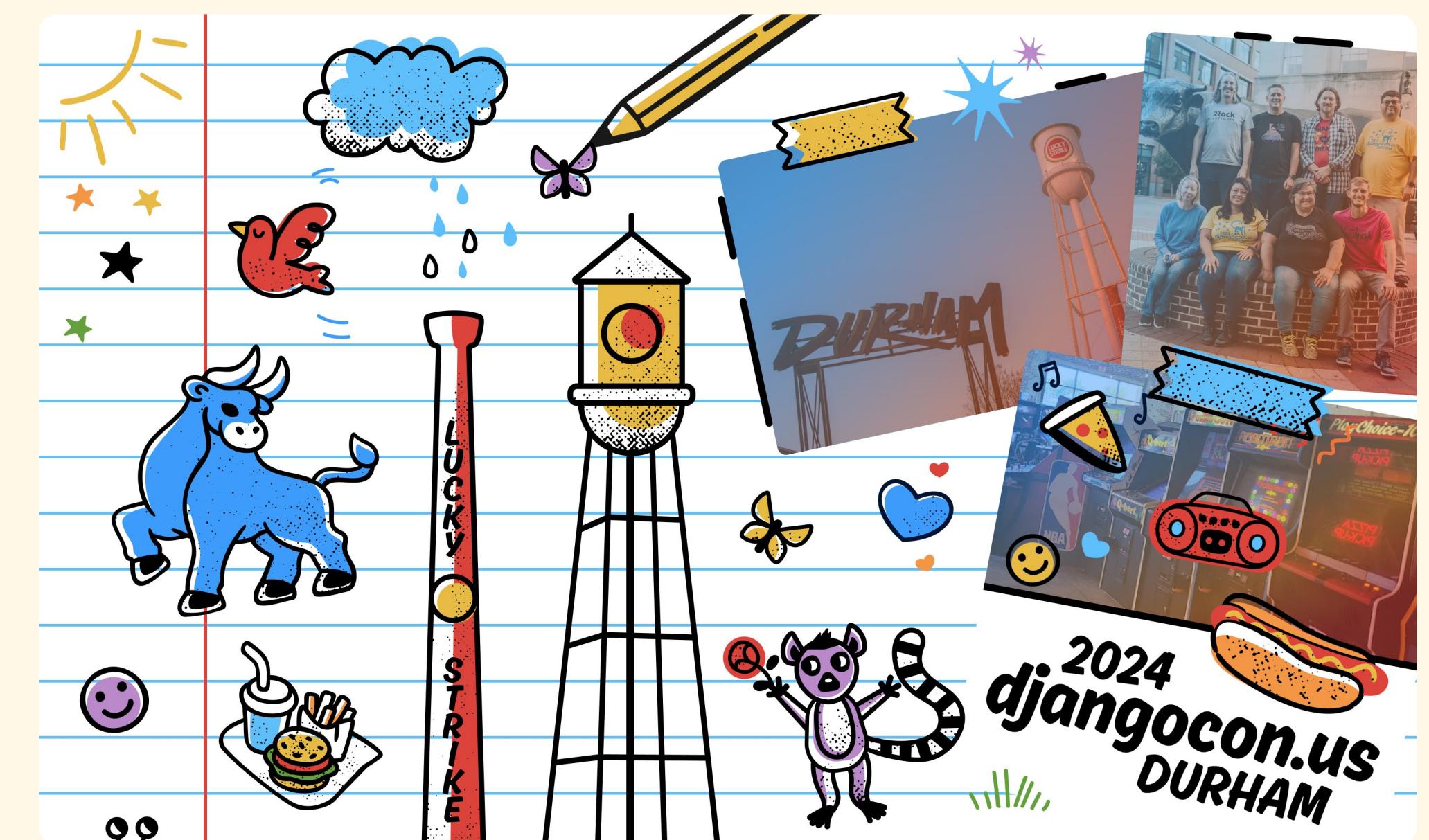
PROBLEM

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 impact of the community.

SOLUTION

Our 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.



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: 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, we 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 and marketing materials for Project Embrace, including:

- Original logo—no vector version for org to use:** A purple-bordered box containing the original logo, which features a teal heart with a white outline of two people holding hands. The word "EMBRACE" is written vertically along the left edge of the heart. To the right of the heart, the word "Embrace" is written in a large, purple, textured font, with "unconditional, inclusive love" in a smaller, teal font below it.
- Original after school logo:** A purple-bordered box showing a backpack with a teal heart logo on the front. Below the backpack, the words "After School Program" are written in a black sans-serif font.
- Updated logo:** A larger version of the original logo, with "embrace" in a lowercase, bold purple font and "unconditional, inclusive love" in a teal font below it. The teal heart icon with the hand-holding symbol is to the left of the text.
- Updated after school logo:** A yellow backpack icon with a teal heart logo on the front. The text "embrace after school program" is written inside the backpack, and the teal heart icon is shown again on the front panel.
- Fun, cheerful program-based iconography:** A collection of colorful icons including a megaphone, an apple, a pencil with the word "Hi!", a sun, a flag, stars, and a clock.
- Promotional social share graphics:** A dark blue graphic featuring a photo of a woman interacting with a child in a wheelchair, followed by four vertical icons: a heart with a person, a clock with stars, a flag with a heart, and a megaphone with an apple. To the right, the text "unconditional, inclusive love" is overlaid.
- Social graphic template:** A dark blue graphic for a "Virtual Respite" event. It includes the "embrace" logo, the text "Join us with other Embrace families for:" followed by a bulleted list ("Games", "Dancing", "Stories", "And more!"), the Zoom code "591-486-582", and the text "unconditional, inclusive love".

PROJECT: Embrace

Continued

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

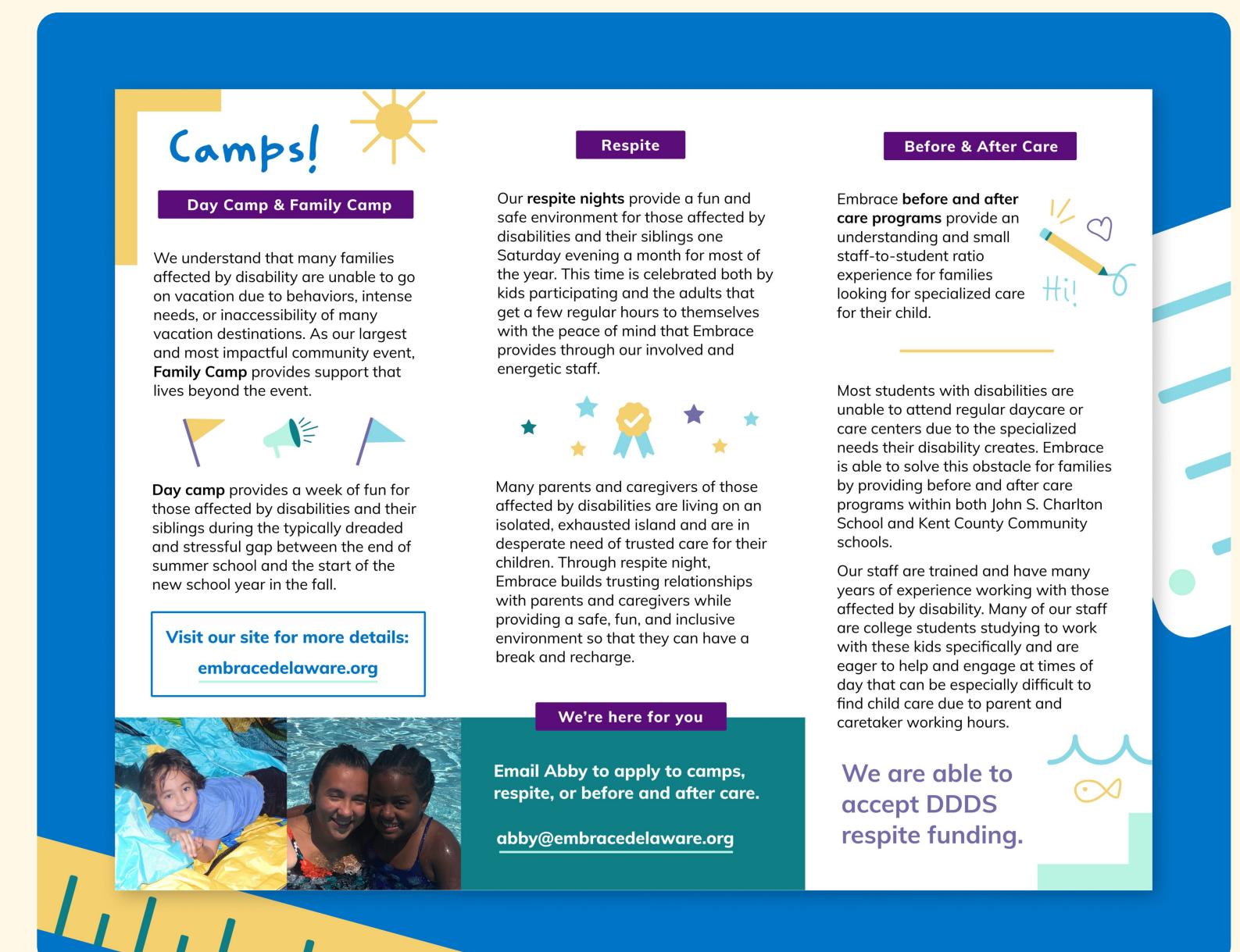
Community

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

Let's Talk

Contact

hello@jonitrythall.com

Information

jonitrythall.com

linkedin.com/in/jonitrythall



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