

Joni Trythall

Web Designer & PM

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(302) 307-6334

Senior visual and marketing designer. Currently creating impactful and friendly sites for energetic clients at YupGup.

Skills and Interests

Fostering strong client relationships, visual design, branding, web design, marketing design, research, writing, information architecture, community building and engagement, teaching, project management, raising monarch butterflies, keeping 10-foot-tall sunflowers upright

A Few Proud Moments

Exceeding fundraising goals for Ela Conf, securing nearly \$20,000 for a charity teaching marginalized individuals how to code.

Launching a popular kids series on coding.

Promotion to Head of Design at NowSecure.

Commonly Used Tools

Notion, Octopus.do, Slack, Figma, Adobe Suite, Xero, Hemingway Editor, Visual Studio Code, Miro, Netlify, Stripe, Git, Grammarly, Webflow, DropBox, Keynote, MailerLite/MailChimp

Education

**Chestnut Hill College | Master of Science
Human Services Administration**
Philadelphia PA, Class of 2009

**LeMoyne College | Bachelor of Arts History,
Minors in Political Science Anthropology**
Syracuse NY, Class of 2007

Experience

Managing Partner, Design Lead | YupGup ↗
August 2017–Present

Run client on-boarding and discovery process, oversee all research, marketing design and strategy, and copywriting. Manage projects and creative direction while conducting business operational tasks and sales. Clients include nonprofits and small businesses.

Freelance Designer | Joni Bologna ↗
October 2012–August 2017

Contract web design, UX, marketing and graphic design, and front-end work. Ran UX strategy for product discovery phases, conducted remote user interviews, evaluated content, created wireframes and style guides. Provided guidance on remote design team best practices.

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

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

Established a tech leadership conference and community for marginalized genders to help bridge existing diversity gap. Carried out fundraising efforts, content strategy, all web and print design, social media campaigns, fostered inclusion, and focused on outreach and growth.

Head of Product Design | NowSecure ↗
July 2015–March 2016

Product designer turned head of design. Managed company's product-wide style guide, oversaw communication between design and engineering teams, UX lead, designed and built UI, fostered empathy and a healthy remote work culture.