



Joni^{*} Trythall

**pronounced joe-knee*

Creative Director

[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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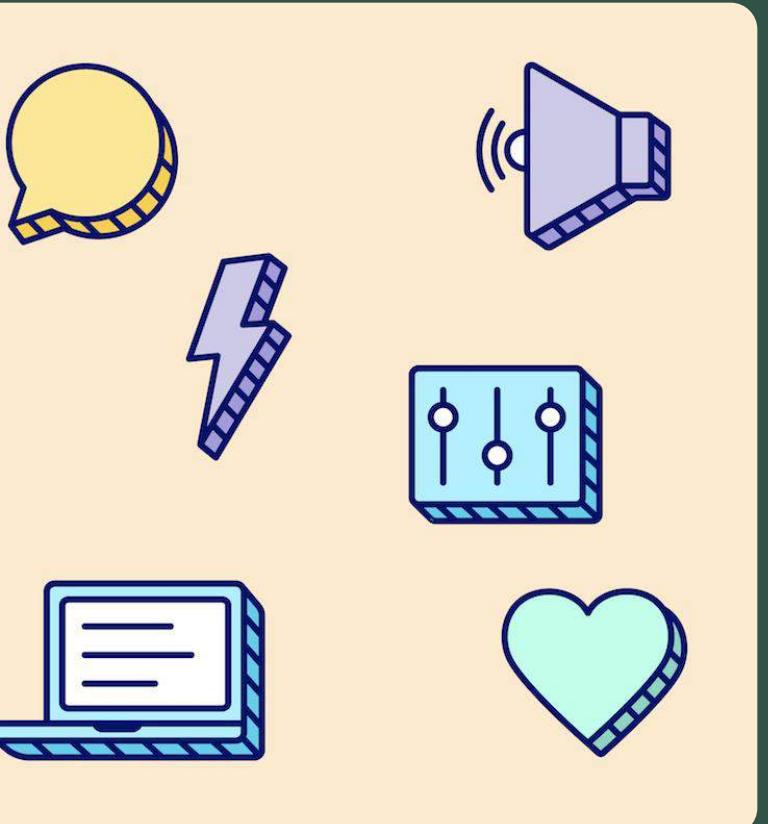
DCUS '23 final shirt design



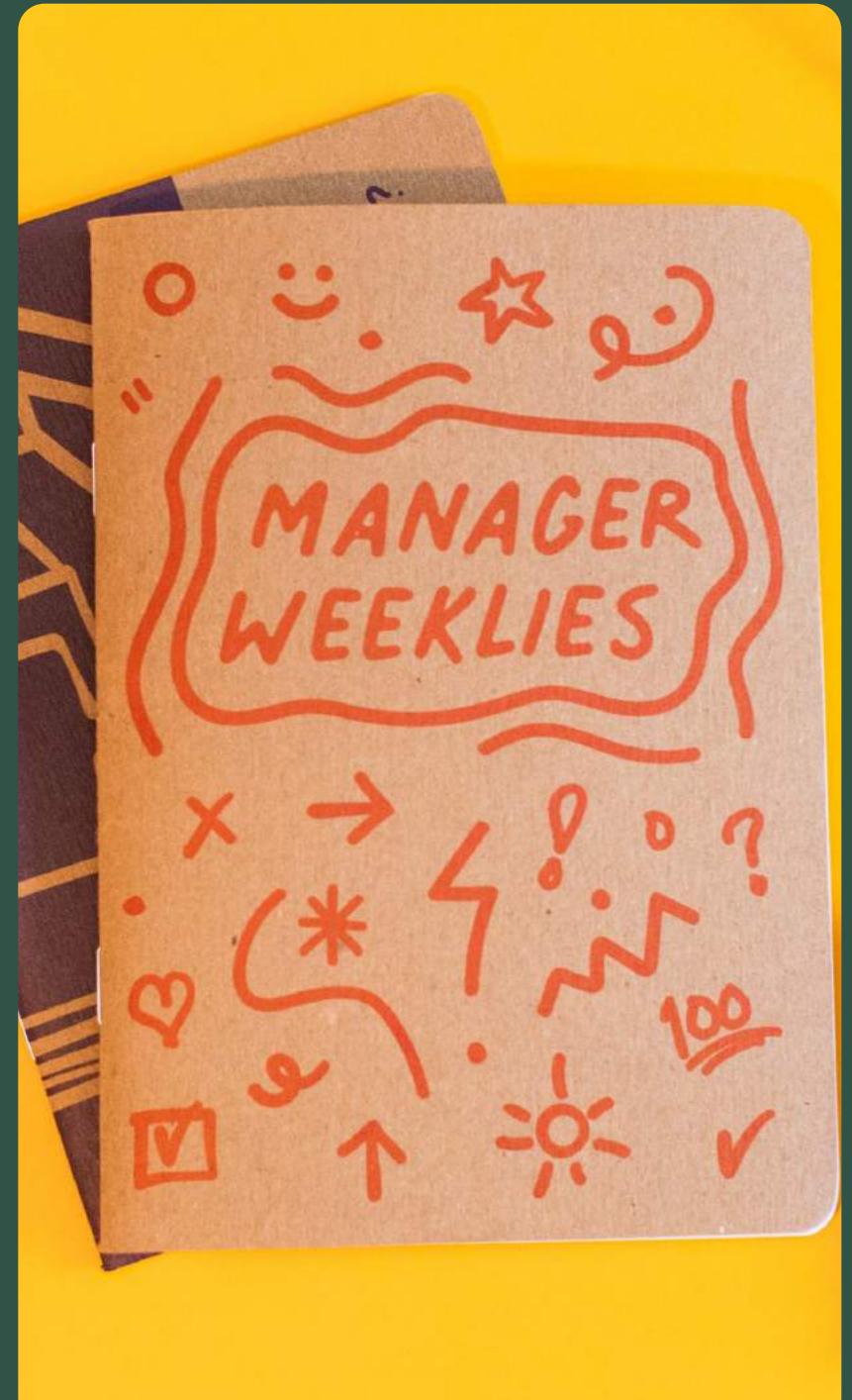
React Conf badge sticker



Final React Rally '20 shirt design



Soft Skills Engineering icons



Printed Manager Weeklies notebooks

About Me

Joni
Trythall
Creative Director



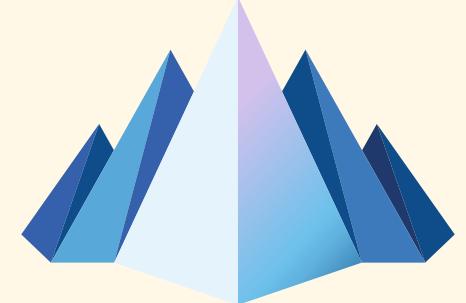
Joni Trythall teaching a coding class for girls in Chicago

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 my own micro-agency called YupGup.

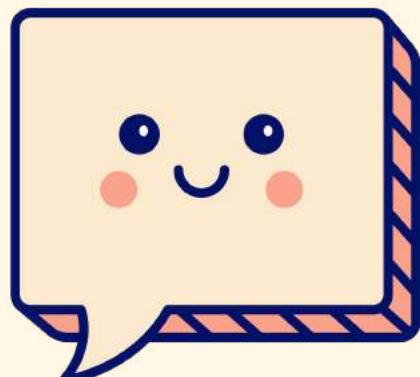
Being involved in these diverse projects has helped me better understand what it takes to secure funding, launch initiatives, reach the right audiences, and ensure the design process is clear and effective. I have positioned myself perfectly to excel in creative direction and project management, carrying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

I have focused 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 sales 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 identity.

Clients



elevatedigital



Soft Skills
ENGINEERING

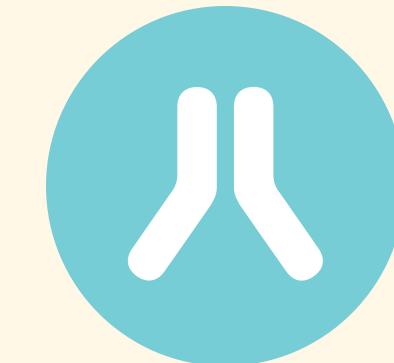


2023
djangocon.us
DURHAM



2024
djangocon.us
DURHAM

PLUCKY



lincoln
loop



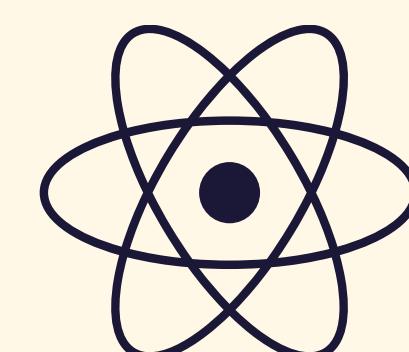
The Hand
Foundation

StepZen



MOON
HIGHWAY

LearnDjango



REACT
CONF 2019

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.

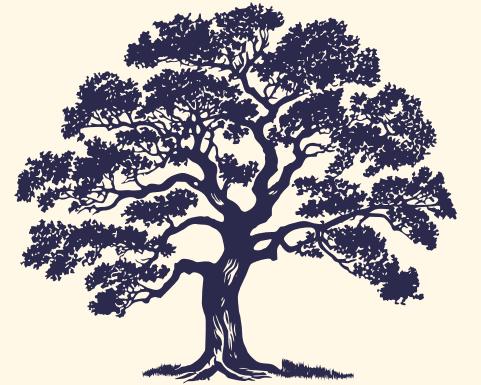
SOLUTION

In addition to creating clarity around their process, sharing the family's story was critical. It captures the 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

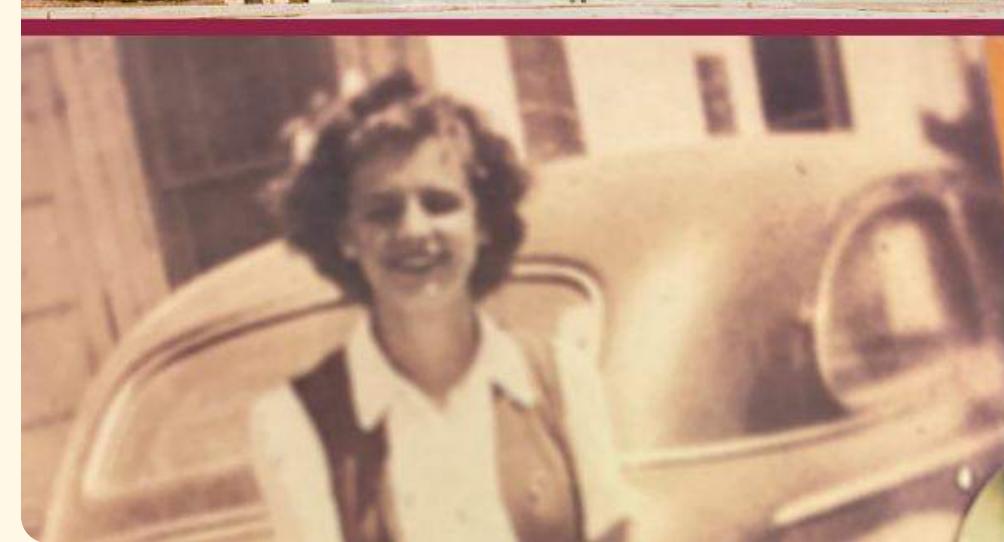
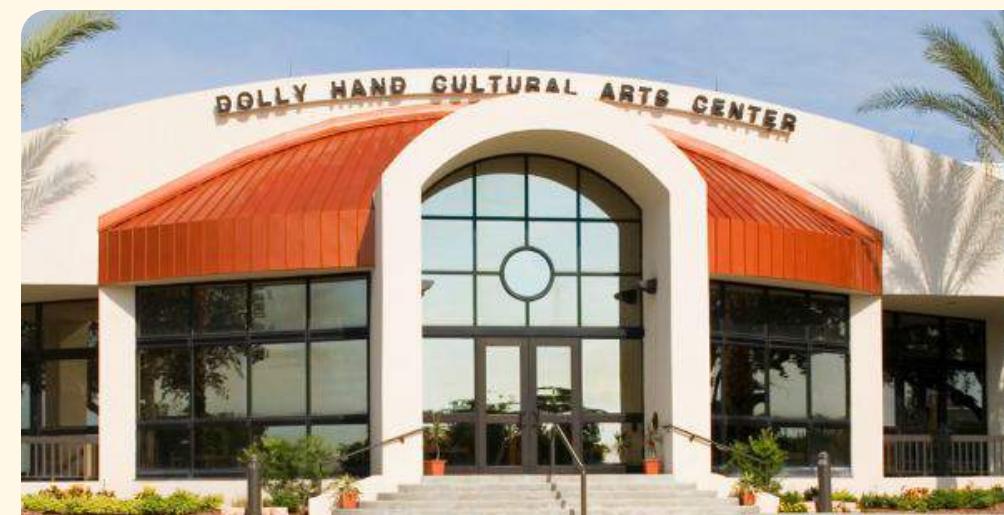
Full logo



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:

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.



Logos and submarks over the years



Logos and submarks over the years



Preview of '24 design elements

PROJECT: DjangoCon US

Continued

2023
djangcon.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, 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 a variety of branding assets for Embrace. At the top left is the original logo with a teal heart containing a stylized figure and the word 'EMBRACE' written vertically. To its right is the updated logo in purple and teal. Below the logos are several icons representing different programs: a clock, stars, a flag, a megaphone, an apple, and a pencil with the word 'Hi!'. To the right of these icons is a photo of children sitting on the floor. A dark blue sidebar on the right lists 'Services', 'Community', and 'Education' with corresponding icons. At the bottom right is a 'Virtual Respite' graphic with a zoom code and a call to action for 'unconditional, inclusive love'.

Original logo—no vector version for org to use

Original after school logo

Updated logo

Fun, cheerful program-based iconography

Promotional social share graphics

Social graphic template

unconditional, inclusive love

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

Trythall Strategy & Design Portfolio

2020

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