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**pronounced joe-knee*

**Brand Strategist
& Designer**

[View resume](#)

About

Strategy and design portfolio

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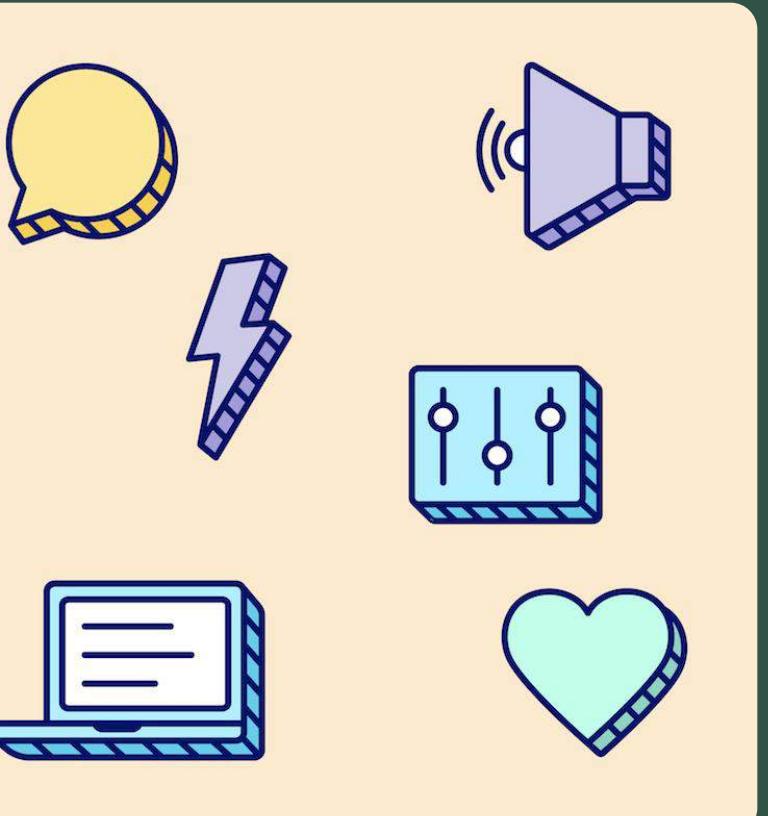
DCUS '23 final shirt design



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**

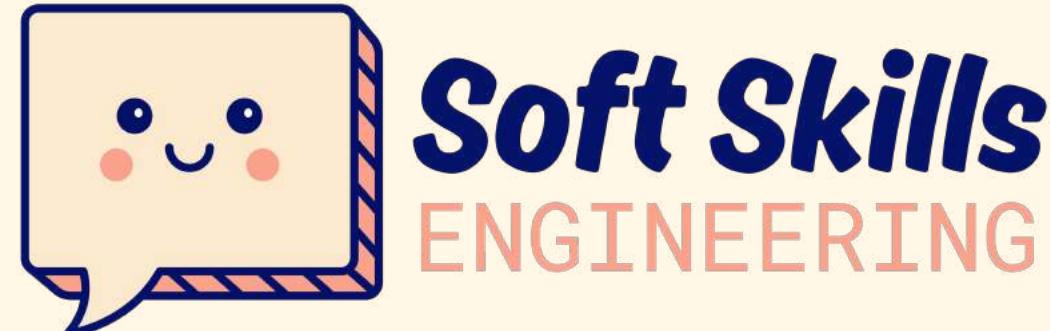
Hello, Joni Trythall here. I am a brand strategist and designer who collaborates with friendly US-based nonprofits and tech startups while living at the tip top of Delaware. Throughout the years, I have worked as a front-end developer and product designer, led design teams, founded [Ela Conf](#), taught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

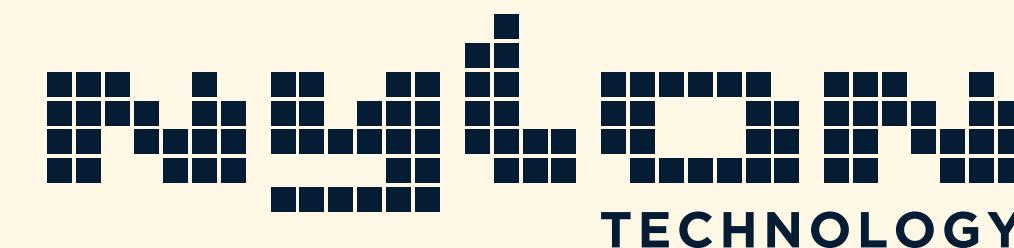
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness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

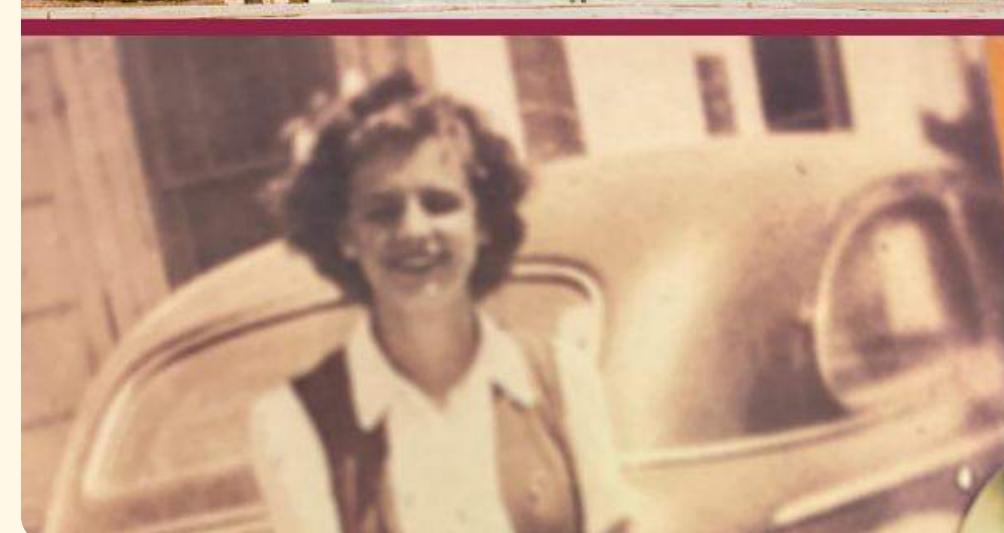
Full logo



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.

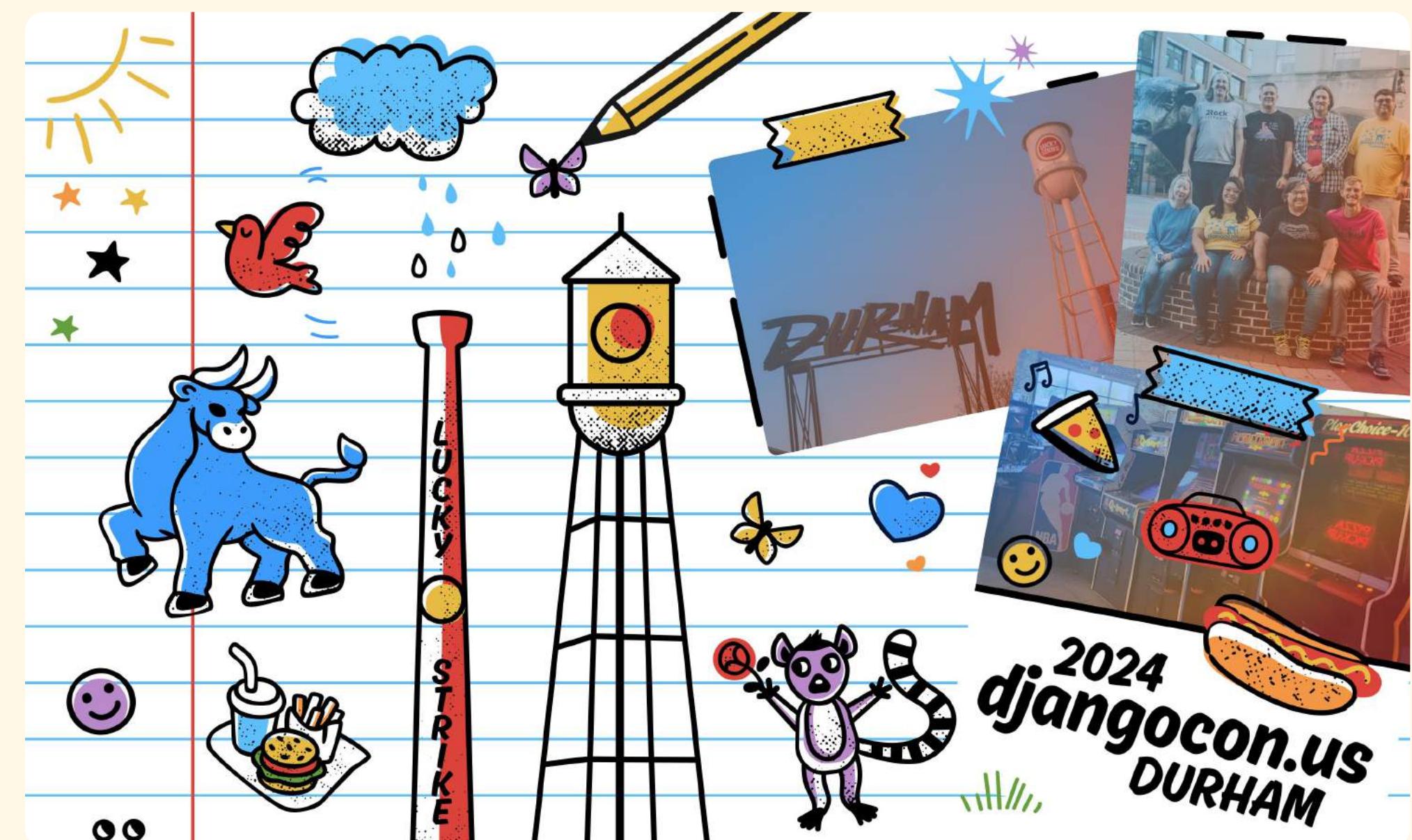
I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.



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. A photograph of a woman interacting with a child in a wheelchair is shown next to a vertical bar with four categories: Services (clock icon), Community (flag and sun icon), and Education (megaphone and apple icon). To the right is a promotional graphic for 'Virtual Respite' featuring a yellow banner with the text 'unconditional, inclusive love'. At the bottom right is a social media template with a dark blue background, featuring the 'Virtual Respite' text, a call to action for games, stories, dancing, and more, a zoom code, and the 'unconditional, inclusive love' tagline.

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

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

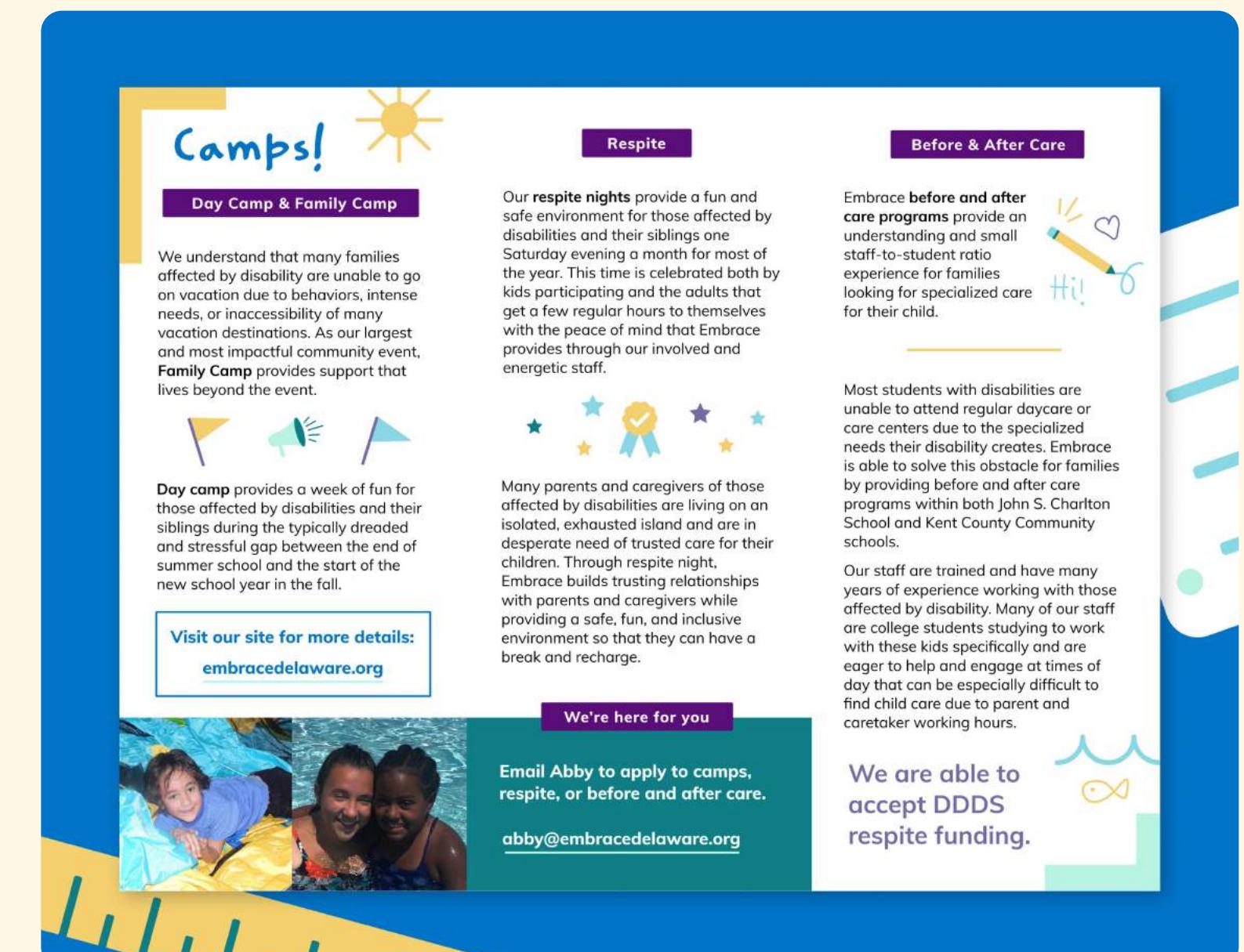
Community

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

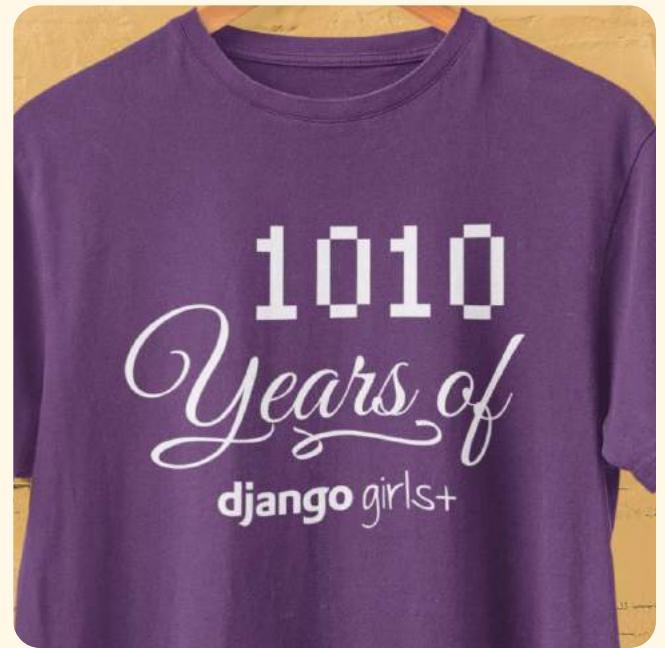
Other Work



Moon Highway podcast social graphic

The homepage hero section for Moon Highway. It has a dark blue header with the 'MOON HIGHWAY' logo. Below is a large dark purple banner with the text 'Learn to Code with Moon Highway' and 'JavaScript Curriculum Development and Training For Engineering Teams'. To the right is a blue circle with a white alien head icon. At the bottom, there's a grid of four cards: 'Corporate', 'Individual', 'Curriculum Development', and 'Public'.

Moon Highway homepage hero design



DjangoGirls+ shirt '24



Lincoln Loop space notebooks



React Conf '18 shirts



React Rally '23 stickers



Years of sticker designs



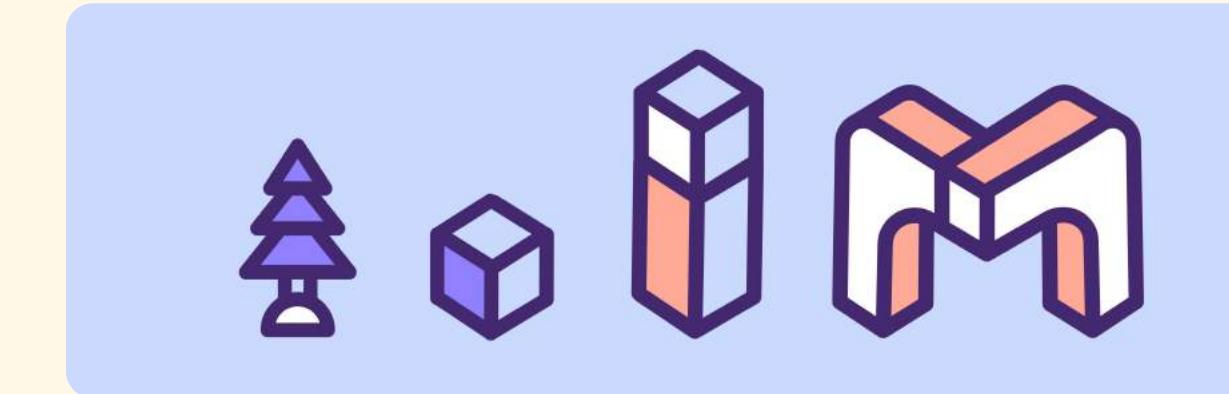
React Conf '19 banners



Markee logo

A screenshot of the Markee landing page. It features a purple header with the 'M' logo and the text 'Let's stay connected'. The main content area has a red header with the text 'A meeting and collaboration space that's really yours.' and a paragraph about Markee's customizability. At the bottom are 'Set up a demo' and 'Contact us' buttons.

Markee landing page design



Markee social banner



timesplitter

Timesplitter logo



Timesplitter social banner

Let's Talk

Contact

hello@jonitrythall.com
calendly.com/jonitrythall

Information

jonitrythall.com
linkedin.com/in/jonitrythall



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