

# Joni Trythall

## Brand Strategist & Designer

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(206) 406-5361

Extroverted problem solver that cares about people, process, and Post-its. Busy crafting enjoyable, genuine experiences for all.

### Skills and Interests

Fostering long-term relationships and happy teams, visual design, branding, web design, project management, research, writing, information architecture, community building and engagement, teaching, accessible art programs, raising monarch butterflies, keeping 10-foot-tall sunflowers upright, poodles

### A Few Proud Moments

- Supporting StepZen through seed funding.
- 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.

### Education

**Cornell University | Brand Management Certificate Program**

Online, Completed Spring 2022

**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, conduct research, marketing design and strategy, copywriting. Establish goals, manage projects, and lead creative direction while conducting business operational tasks and sales. Clients include tech startups and developers.

**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. Community management, fundraising, content strategy, 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 design team, built product-wide style guide, liaison between design and engineering teams, UX lead, designed and built UI, fostered empathy and healthy remote work culture.