



# Joni<sup>\*</sup> Trythall

*\*pronounced joe-knee*

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## Brand Strategist & Designer

[View resume](#)

### About

Strategy and design portfolio

*Last updated Sept 6, 2024*

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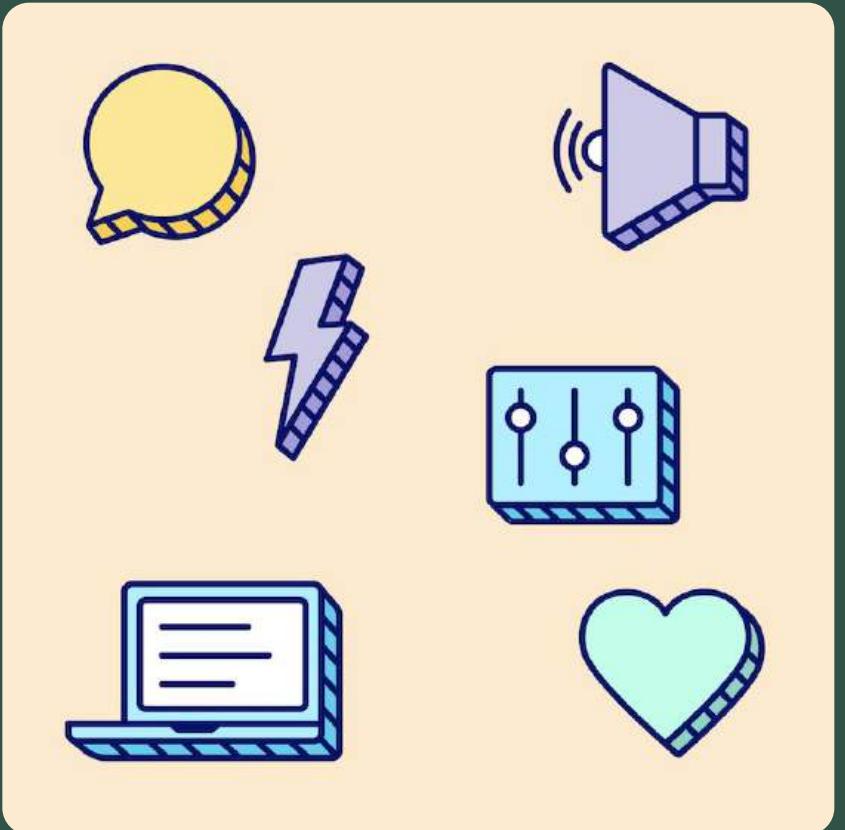
DCUS '23 final shirt design



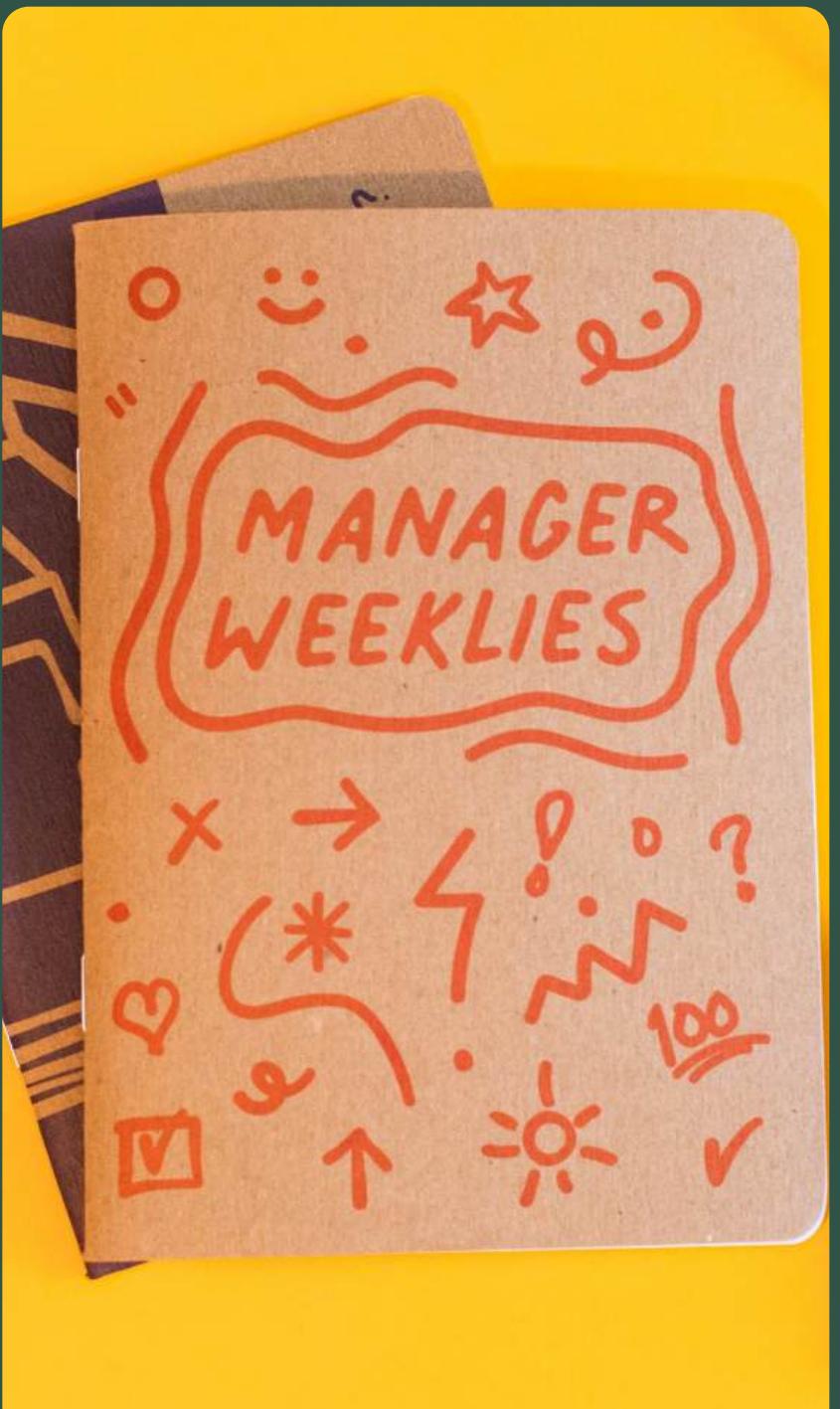
React Conf badge sticker



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**

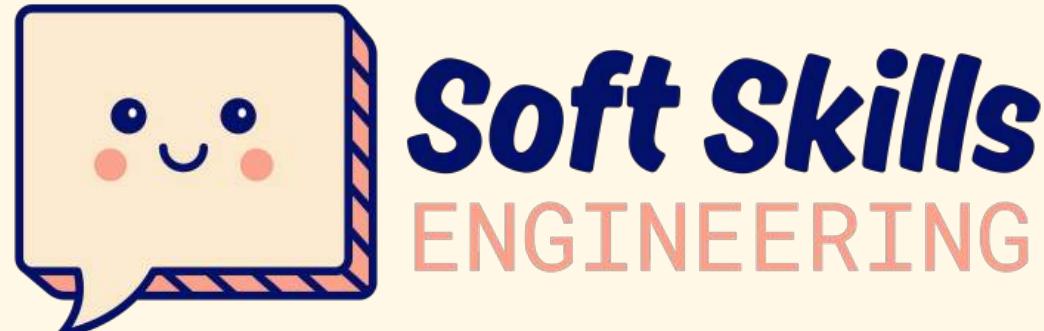
Hello, Joni Trythall here. I am a brand strategist and designer who collaborates with friendly US-based nonprofits and tech startups while living at the tip top of Delaware. Throughout the years, I have worked as a front-end developer and product designer, led design teams, founded [Ela Conf](#), taught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

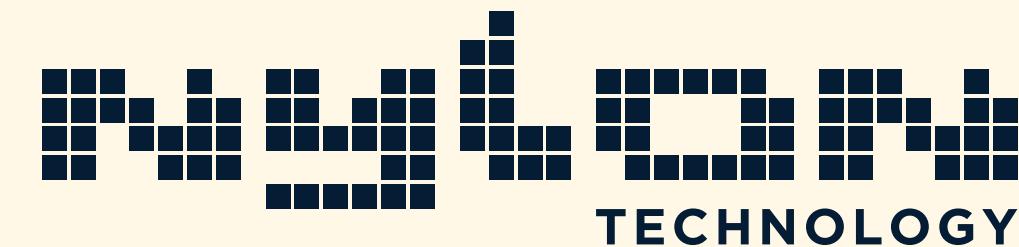
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness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

# 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.

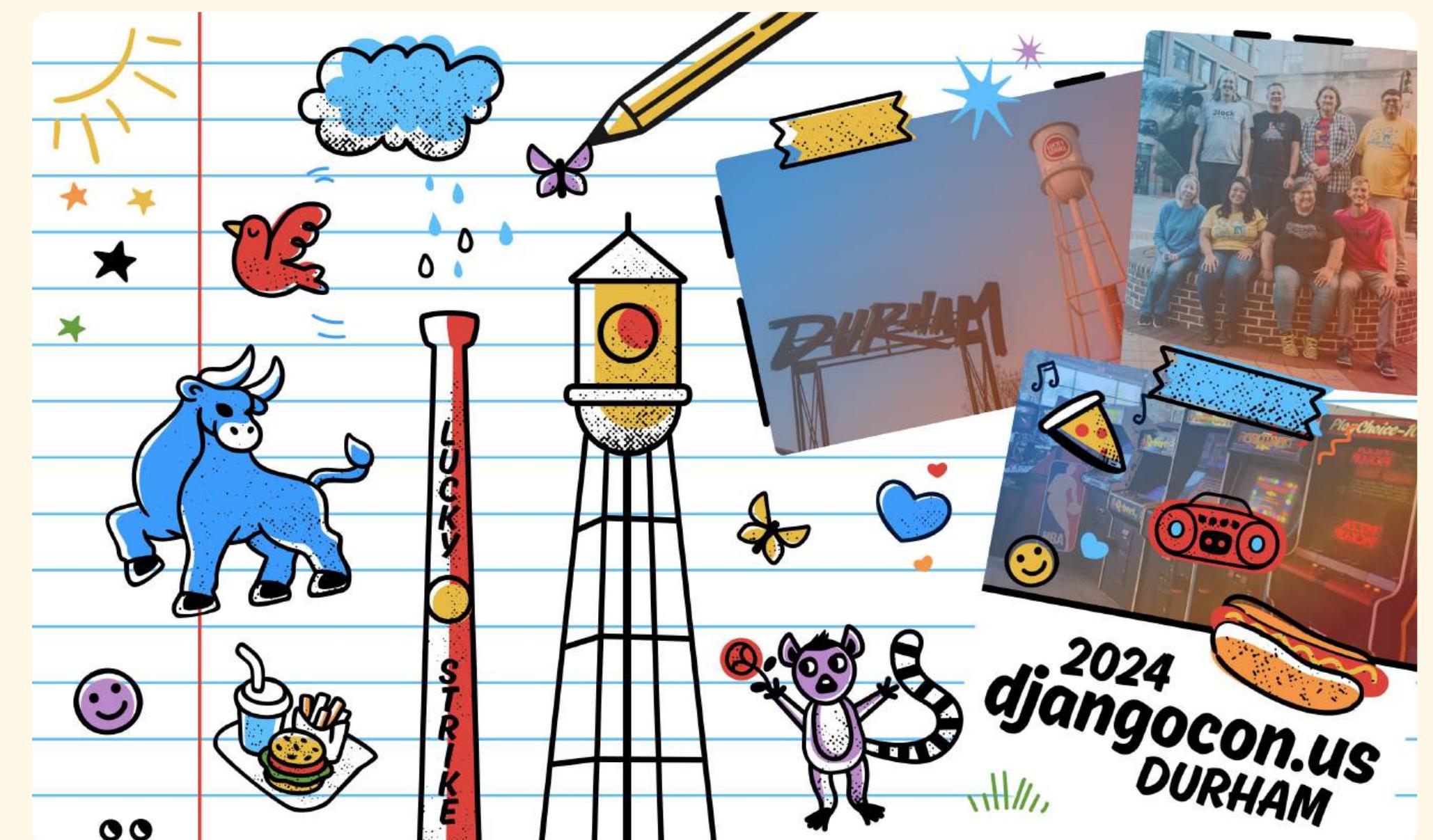
I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.



Logos and submarks over the years



Logos and submarks over the years



Preview of '24 design elements

# PROJECT: DjangoCon US

*Continued*

**2023**  
**djangocon.us**  
**DURHAM**

Site design overview from '23



'24 outdoor shot with printed banner



'22 buttons, '23 totes

Preview of '22 prospectus document

# 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

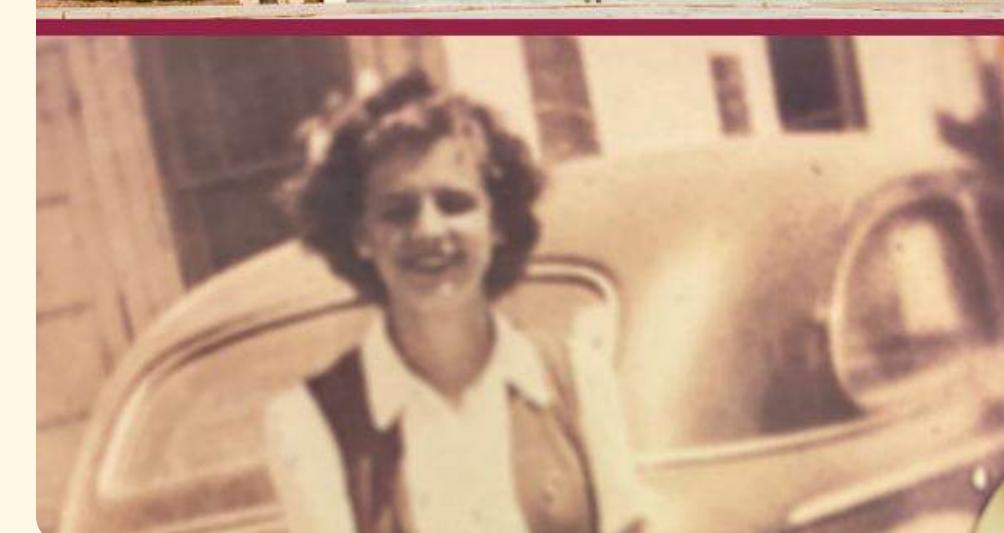
Full logo



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: StepZen

[View on web ↗](#)

## PROBLEM

StepZen reached out as a startup looking to establish a visual identity that would reach and resonate with a developer audience. The team needed a logo, color palette, typography, and a marketing website to start. Without a design team, they were also in need of long-term design support to maintain established brand guidelines and assist with marketing assets.

## SOLUTION

Through a discovery research and collaboration process, we established the new brand's personality, goals, audience, competitors, and tone. From there, we were able to narrow in on a visual direction that would have the greatest impact and most accurately captured the spirit of who they are and the message they wanted to send. Where we landed was technical but still approachable, with a design library full of stroked illustrations and gradients with a bit of a tranquil feel to play into the "zen" part of using the product and provide a clear contrast to competitors.

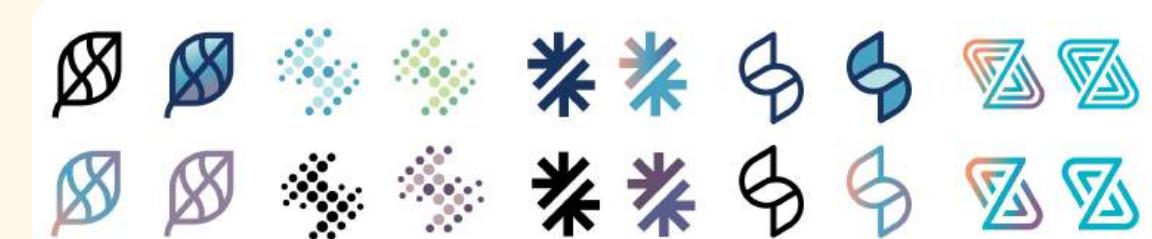
For years to follow I worked with StepZen on all their continued design needs until they were acquired by IBM. This work included infographics, print design, presentation and pitch deck templates, social media graphics, video covers, pillar page illustrations, blog post covers, hackathon design support, and much more.



Full colored logo



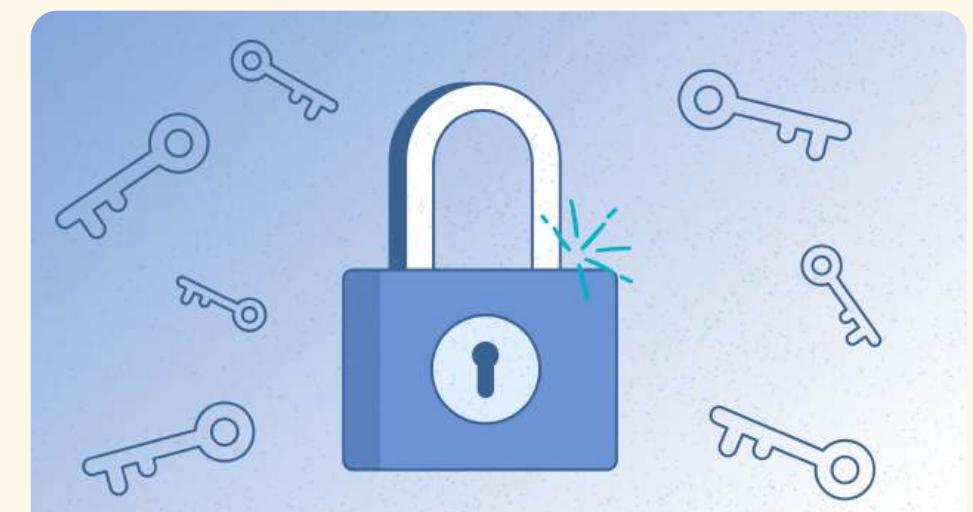
Submarks



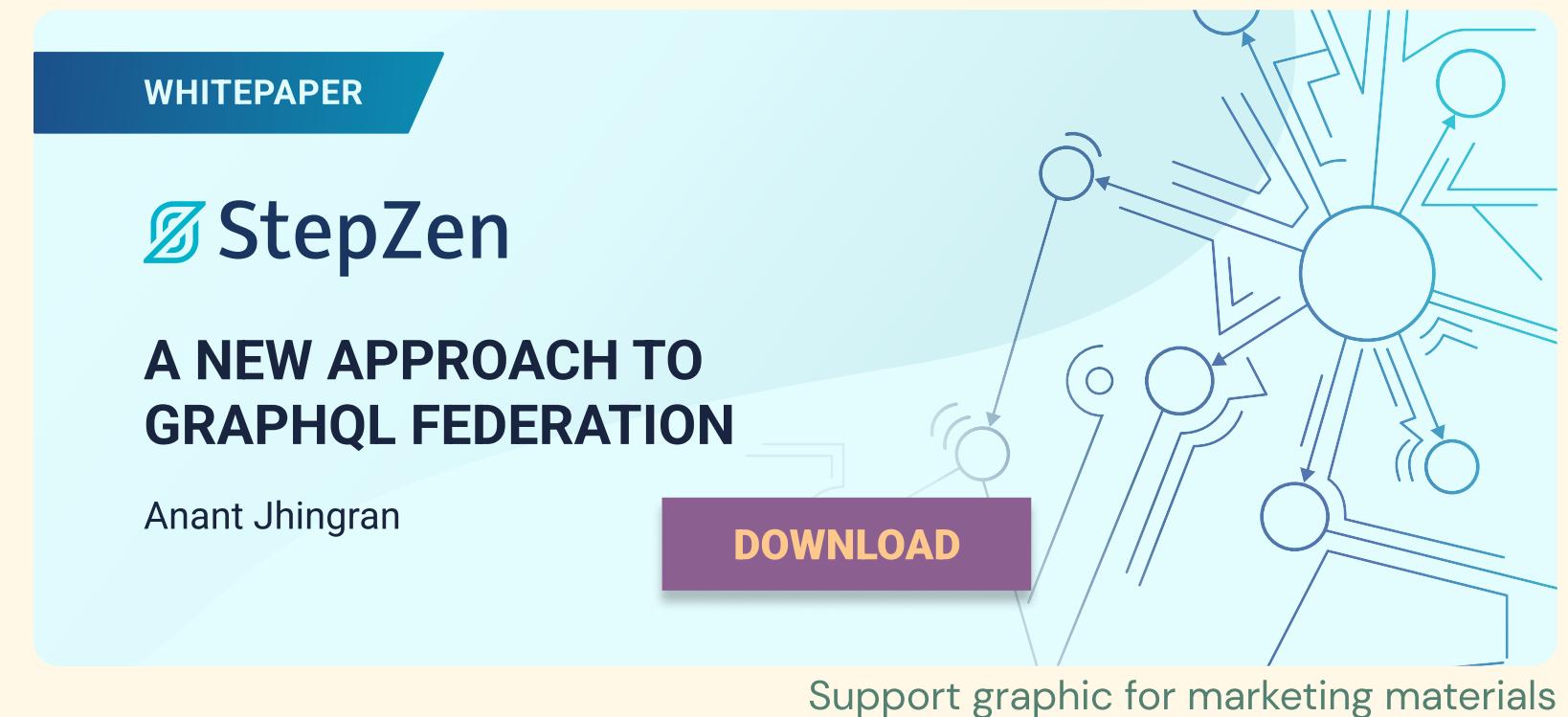
Initial symbol exploration



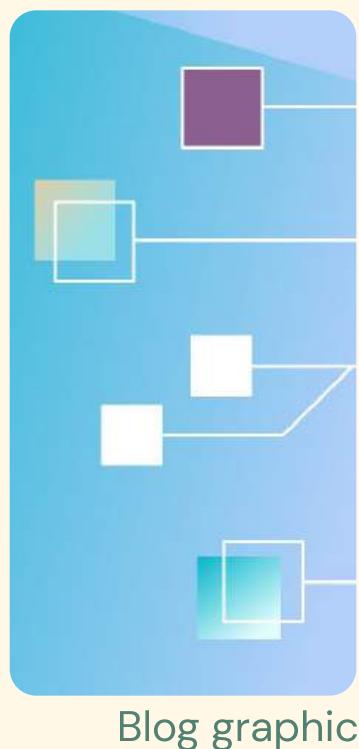
Initial icon set



Blog post cover



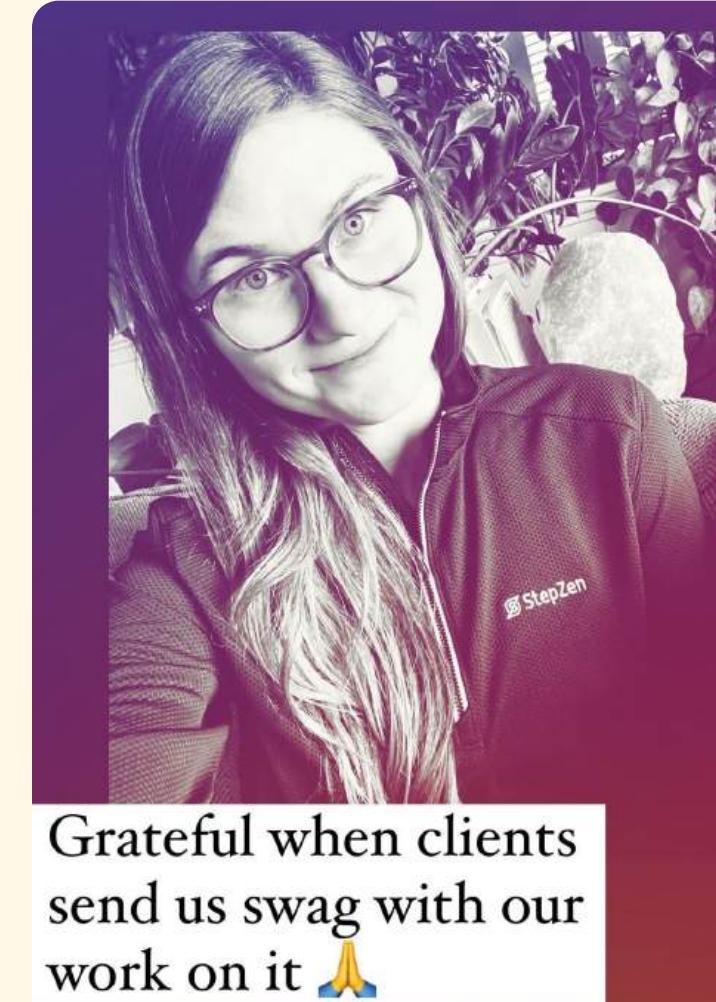
Support graphic for marketing materials



Blog graphic

# PROJECT: StepZen

**Continued**



New promo swag!

**TC**

## IBM acquires GraphQL startup StepZen to step up its game in API management

Ingrid Lunden  
@ingridlunden / 5:21 am PST • February 8, 2023

IBM acquisition article

One API for All Your Data  
Build and deploy modern customer experiences fast.

Data From Multiple Sources in One Query  
Tired of writing complex procedural logic to orchestrate the data for user experiences? Easily build a GraphQL API that queries multiple data sources with a single query.

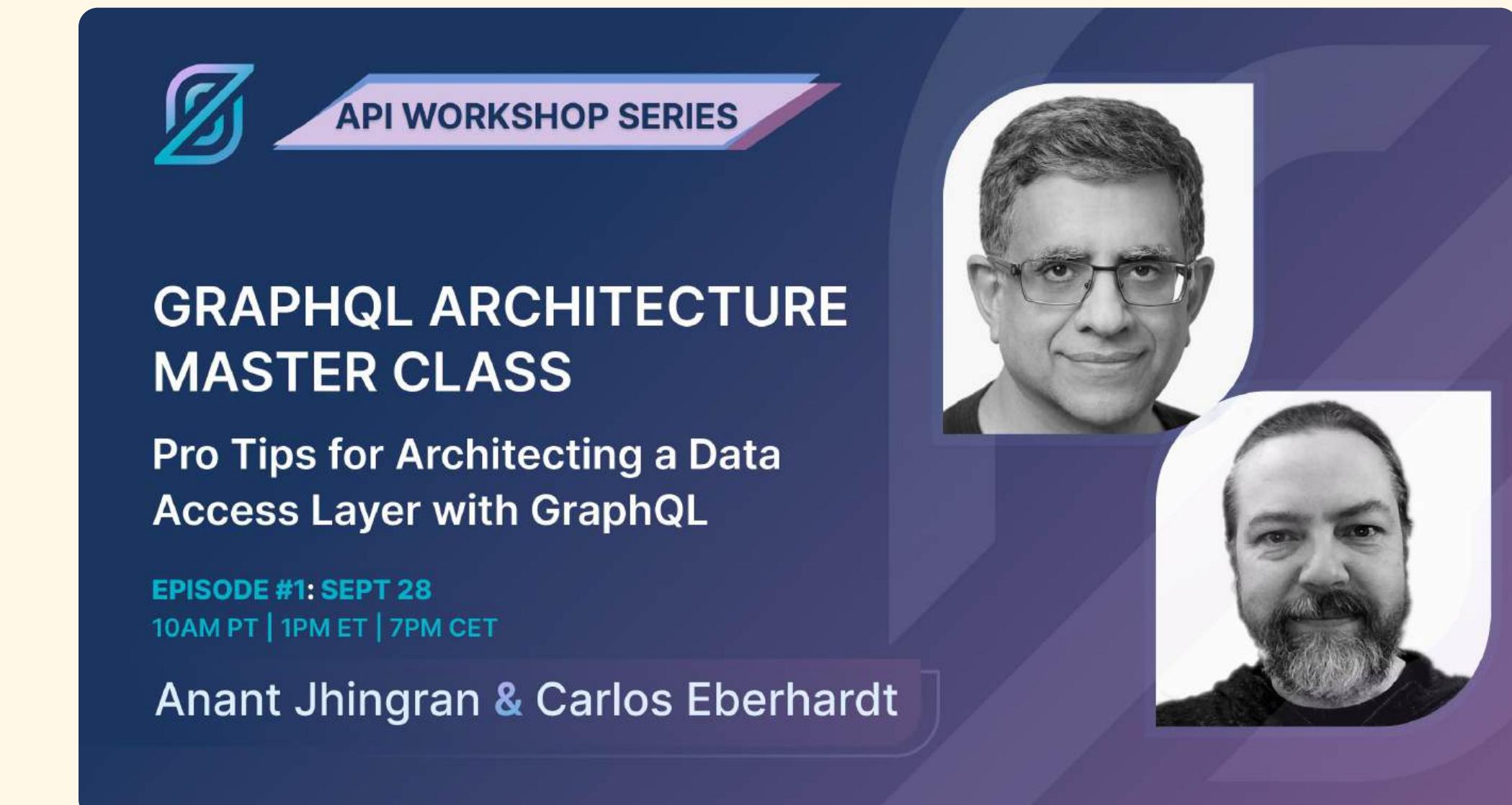
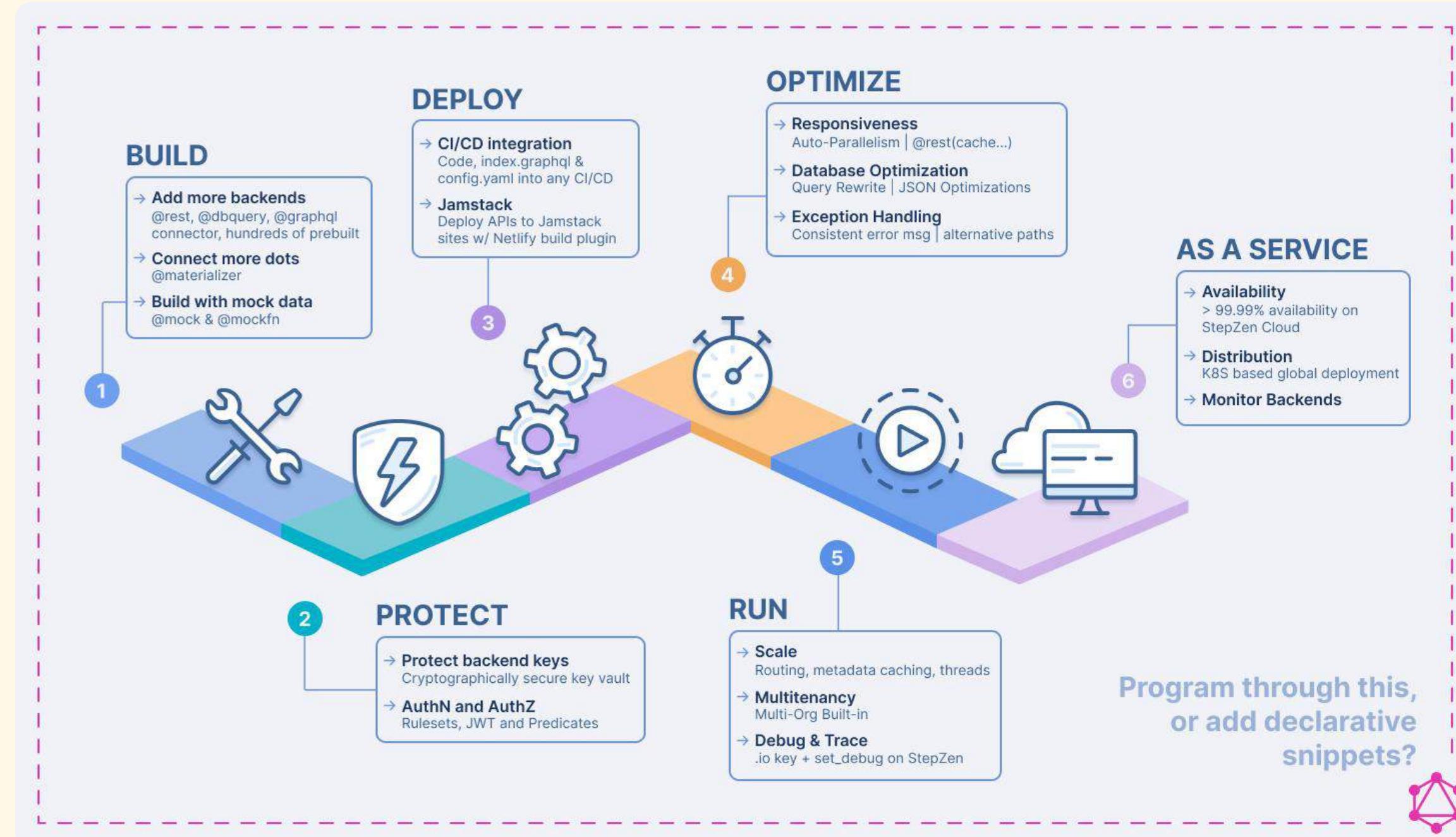
Configurable Backend Data Sources  
Whether a MySQL, PostgreSQL, MongoDB database, a CMS like Contentful, or 1st or 3rd party APIs, we have you covered with a growing ecosystem of pre-configured connectors that let you connect any backend data source with configurable and custom connectors.

Zero Infrastructure to Manage  
With robust error handling, retry logic, path optimization, and caching, StepZen as-a-service lets you avoid investing time and effort in the setup and management of your piece of app development and leave building and managing the infrastructure to us.

What is StepZen?  
The StepZen platform enables you to quickly build an API that combines and connects data across multiple backends. Ask for the data you want via a single query to that API and StepZen assembles the response from backend APIs.

Join us on the Journey  
StepZen is currently in alpha. Register for our newsletter and we'll notify you about updates.

Initial homepage design



# 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 collage includes:

- Original logo—no vector version for org to use:** A purple heart-shaped logo containing a stylized figure and the word "EMBRACE". Next to it is the word "Embrace" in a purple, textured font, with the tagline "unconditional, inclusive love" in a smaller teal font below.
- Original after school logo:** A purple backpack icon with a teal heart containing a figure and the word "EMBRACE". Below it is the text "After School Program".
- Updated logo:** The same purple heart logo, but with a more modern, rounded font for "Embrace" and a teal "unconditional, inclusive love" tagline.
- Fun, cheerful program-based iconography:** A collection of colorful icons including a clock, stars, a flag, a sun, a megaphone, an apple, and a pencil.
- Promotional social share graphics:** A dark blue graphic featuring a photo of a child in a wheelchair, four category icons (Services, Community, Education), and the text "Virtual Respite".
- Social graphic template:** A dark blue graphic for "Virtual Respite" with a "unconditional, inclusive love" banner, a "Join us with other Embrace families for:" list (Games, Stories, Dancing, And more!), a zoom code (591-486-582), and a "unconditional, inclusive love" banner at the bottom.

# PROJECT: Embrace

*Continued*

**embrace**  
unconditional, inclusive love

About Programs Training Events Get involved [Donate](#)

**Working towards a world that is equal and considerate of all through strong and lasting communities.**

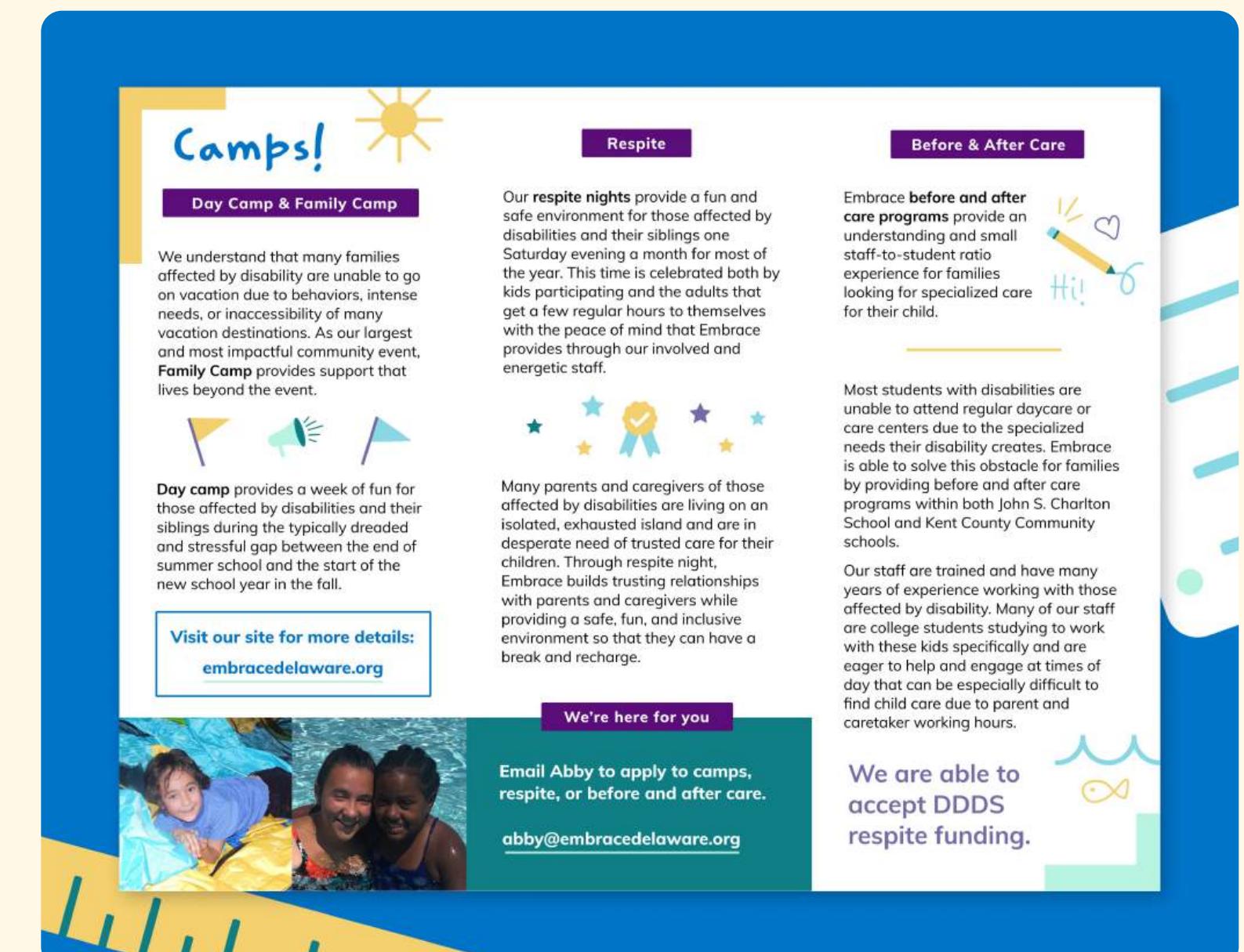
[Learn more](#) [Get involved →](#)

**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

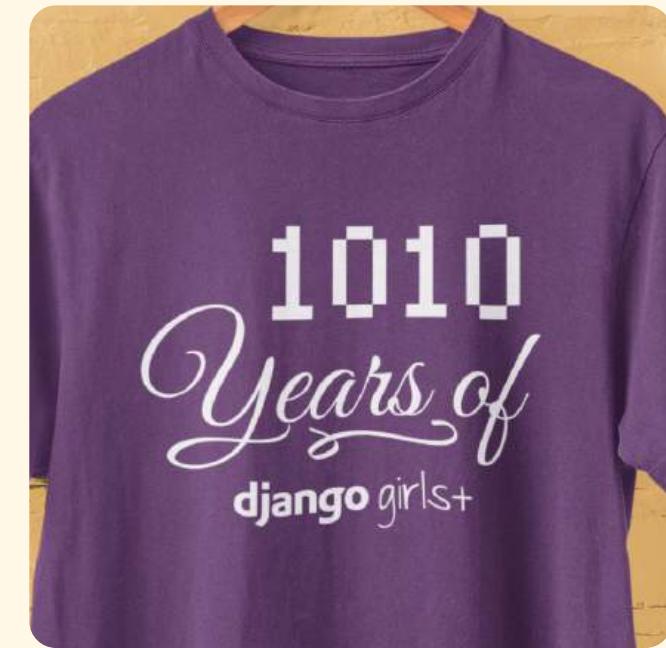
# Other Work



Moon Highway podcast social graphic

The homepage hero section for Moon Highway. It has a dark blue header with the Moon Highway logo. Below it, a large dark purple banner with white text says 'Learn to Code with Moon Highway'. Smaller text below it says 'JavaScript Curriculum Development and Training For Engineering Teams'. To the right is a stylized illustration of a planet with a small alien character. Below the banner, there's a grid of four cards: 'Corporate', 'Individual', 'Curriculum Development', and 'Public'. Each card has a small icon and some descriptive text.

Moon Highway homepage hero design



DjangoGirls+ shirt '24



Lincoln Loop space notebooks



React Conf '18 shirts



React Rally '23 stickers

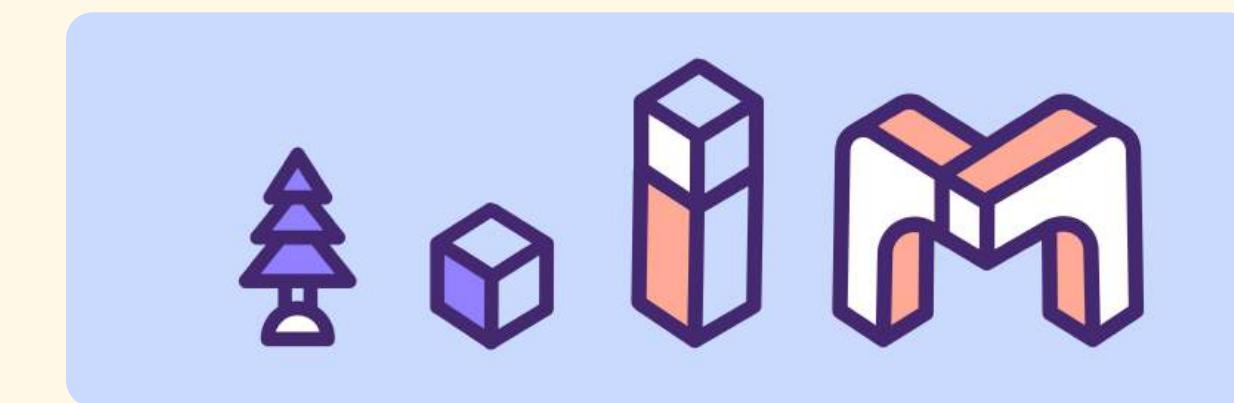


# markee

Markee logo

A screenshot of the Markee landing page. It features the Markee logo and a tagline 'Let's stay connected'. Below that is a heading 'A meeting and collaboration space that's really yours.' followed by a paragraph of text. At the bottom are two buttons: 'Set up a demo' and 'Contact us'. To the right is a dark purple sidebar with abstract geometric shapes.

Markee landing page design



Markee social banner



Years of sticker designs



React Conf '19 banners



# timesplitter

Timesplitter logo



Timesplitter social banner

# Let's Talk

## Contact

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## Information

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