

Joni Trythall

Brand Strategist & Community Lead

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Wilmington, Delaware

EXPERIENCE

YupGup — Partner, Creative Lead

AUGUST 2017 - PRESENT

Specializing in brand establishment and comprehensive marketing strategy development. Guide clients through the onboarding and discovery process with ease, conduct in-depth research, and present actionable insights. Driven to craft genuine outreach initiatives that are effective, thoughtful, and celebrated—identifying and fostering loyal fans, not just customers.

Web & UX, Marketing Designer — Contract

APRIL 2016 - JULY 2017

Focused on web design, UX/UI, product design, and front-end development. Led UX discovery phases, defining project objectives and user requirements. Skilled in conducting remote user interviews and integrating findings to inform design decisions. Structured content to align with user needs and business goals. Clients included Lincoln Loop, Eldarion, Appsembler, Designmodo, SuperHi, and Envato.

NowSecure — Head of Design

JULY 2015 - MARCH 2016

Spearheaded a product-wide style guide, acted as a liaison between teams, designed and built key interfaces, cultivated a culture of empathy, and fostered a healthy remote work environment until Series B funding loss.

EDUCATION

Cornell, Online — Brand Management Certificate

CERTIFICATE PROGRAM

Chestnut Hill College — Master of Science Human Services Administration

PHILADELPHIA PA

LeMoyne College — Bachelor of Arts History, Minors in Political Science Anthropology

SYRACUSE NY

OVERVIEW

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

PRIMARY INTERESTS

Fostering long-term relationships and happy teams, building thoughtful brands, project discovery process, project management, research, content strategy, community building, avoiding dark design patterns, raising monarch butterflies and solitary bees, trying and failing to keep sunflowers upright

PROUD MOMENTS

- Supporting StepZen through IBM acquisition.
- Founded [Ela Conf](#), a community for marginalized individuals in tech. Exceeded fundraising goals, securing \$20,000 for Girl Develop It.
- Promotion to Head of Design at NowSecure.
- Creating a celebrated tutorial for kids to [learn web design](#).
- Publishing [A Pocket Guide to Writing SVG](#).
- Founded the Wiggle Work Discord community.