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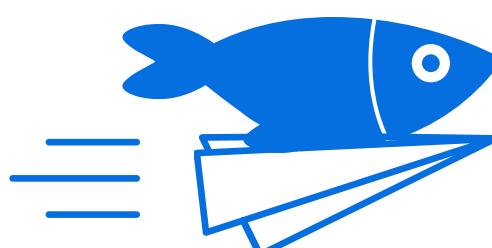
# YupGup

## friendly misc web makers

YupGup is the creative home to  
**Joni Trythall** and **Michael Trythall**.



This is our portfolio of past client work. We specialize in friendly **brand strategy and marketing design**.



### Joni Trythall

#### CAPTAIN & DESIGN LEAD

Joni is an author, teacher, brand designer, and former nonprofit administrator. She is passionate about community building and uses her design chops to engage and create change. For years Joni worked to diversify tech leadership through Ela Conf, a conference she co-founded in 2015. She collects animal shaped coffee mugs, raises butterflies, and is the creative powerhouse behind YupGup.



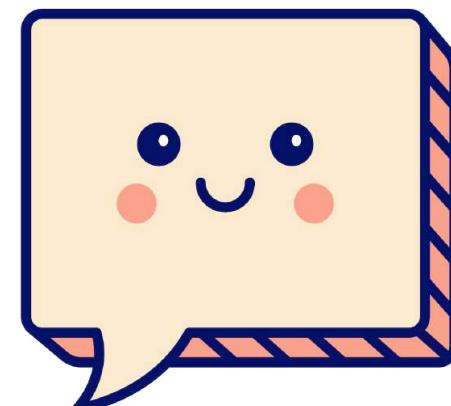
### Michael Trythall

#### UX & DEVELOPMENT

With a twinkle in his eye and clutching a trapper keeper full of dreams, Michael joined his middle school computer club in 1996. His first task was maintaining the school's HTML 2 (!!) website. Since then he's gone on to design and build countless applications, websites, brochures, logos, you-name-its for small, regional, and international brands. He believes in the open web, builds rad LEGO spaceships, and is easily persuaded with cookies.

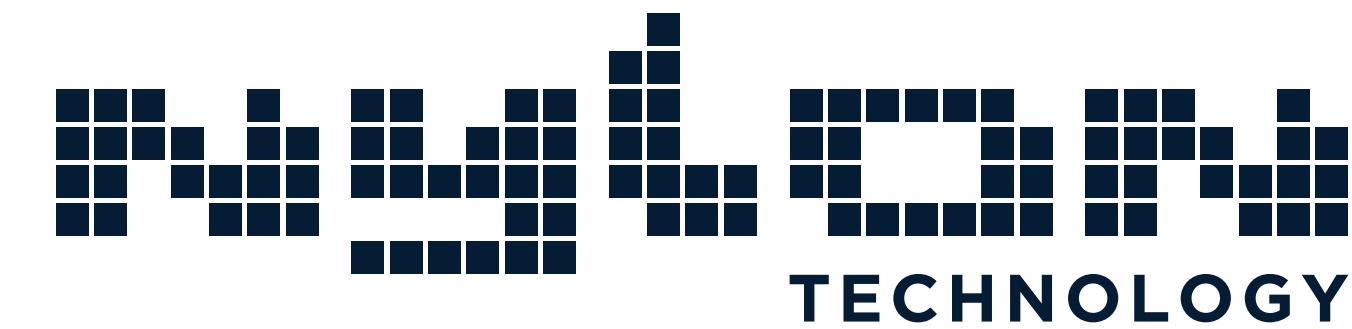


2023  
**djangocon.us**  
DURHAM



**Soft Skills**  
ENGINEERING

**React**  
Rally //



**PLUCKY**

**LearnDjango**

gdi

**REACT**  
CONF 2019

**React**  
RALLY

01

**LearnDjango**  
2023  
[View on web ↗](#)

We worked with Will to define foundational brand elements, such as values, personality, and value propositions. From there, it was much easier to hone in on a visual design direction that would work for him and his audience.

Through our initial research and collaboration, we realized that the brand's direction needed to be a bit more serious than initially expected while also feeling welcoming and down-to-earth—which can generally be a bit contradictory. Where we landed is sophisticated without being stuffy (of course!), serious but not corporate, fun but not silly.

LearnDjango now has a site that is better geared towards marketing and has a more thoughtful user experience. In addition to a text-based logo, extensive color palette, and illustration library, we also put initial social share graphics together to help spread the word about these expert-drive, always up-to-date Django tutorials and courses.

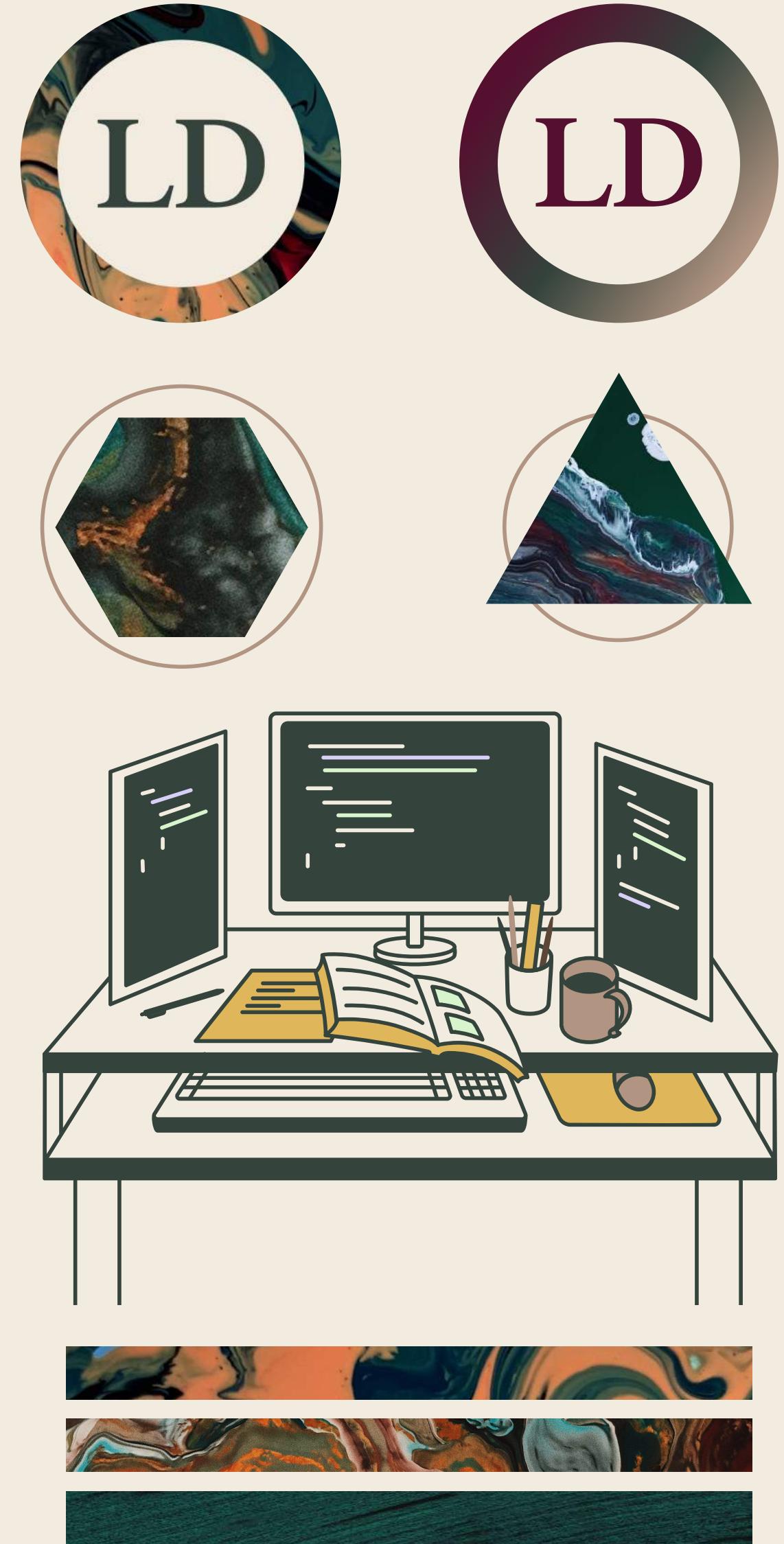
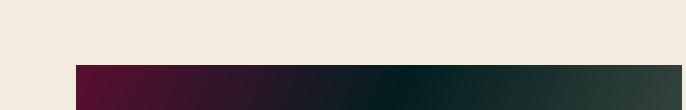
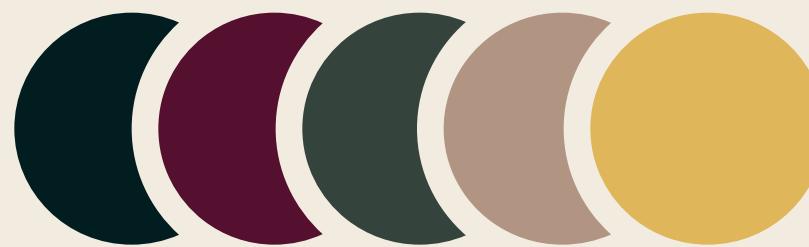
# LearnDjango

# LearnDjango

# LearnDjango

# LearnDjango

# LearnDjango



02

## DjangoCon US 2023

[View on web ↗](#)

We couldn't exactly choose which single element of this incredible city to focus on, so we decided on a curious lemur—the fan favorite.

After hearing all about Durham on our kick-off calls, it became clear that the Duke Lemur Center was beloved by the group. While this community adores mascots, we also wanted to touch on other aspects of the city, such as the downtown area, certain buildings in the tobacco district, and the bull statue.

Conferences like DjangoCon require a full spectrum of design work, including branding, digital marketing assets, extensive print needs, sponsor materials, and front-end development—we are so happy to be their partner. The design has received enthusiasm and praise, with attendees expressing that it has made them more anxious to visit Durham itself.





03

# Nylon Technology

2023

[View on web](#)

The main challenge of this project was speaking to several audiences at once and not drowning out their client's work with a loud visual design.

The kind folks at Nylon Technology, a group of experienced software developers, needed a new portfolio rooted in marketing and sales. Their previous site felt dated and didn't properly speak to their services and value. The team also had decades of work that no one knew about due to the absence of case studies and visuals.

We collaborated with the team to define their purpose, vision, values, and voice. From there, their target audience and brand personality became clearer, leading to an impactful visual identity and meaningful, concise copy. Their site direction took on a technical yet approachable feel while resonating with their financial and banking clients.



## Moon Highway

2022-2023  
[View on web ↗](#)

What a dream to be told nothing is too weird and that there are no creative restrictions for a project. PLUS, getting to create little moon ecosystems—doesn't get better than this.

Eve and Alex needed a new visual identity that better reflected their personalities and connected with their audience on a fun, personable (and weird!) level. Their strong existing logo was lacking just the right color palette, typography, and supportive graphic elements to round out and enrich the brand identity experience.

Character design was a requirement going into the project, though there were no specifics beyond that. Where we landed fully leans into this no-boundary approach to the project. Should they be fruit? Sure! Vegetables? Sure! Random objects? Yes, definitely!



## Manager Weeklies

2021

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MANAGER WEEKLIES

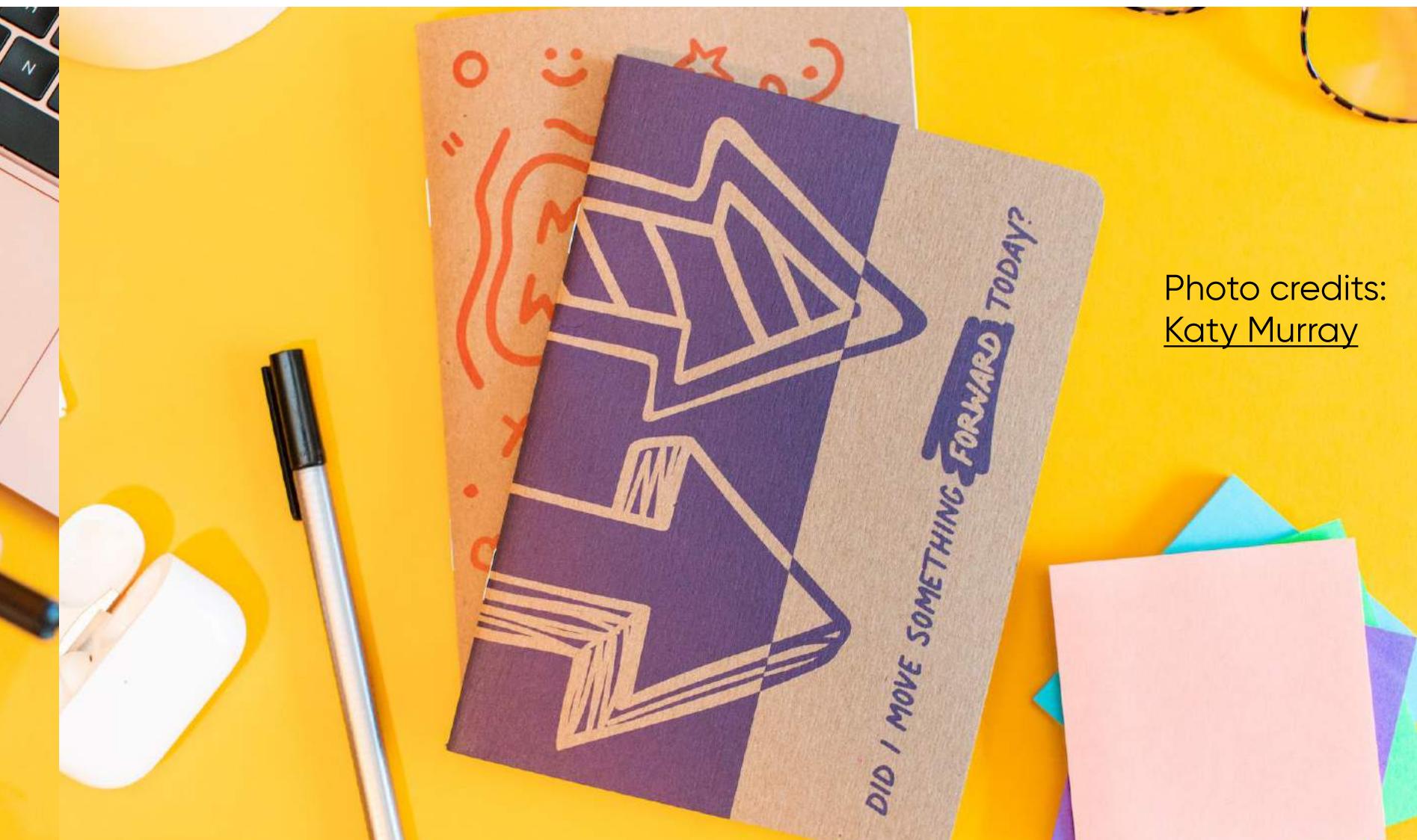
MANAGER WEEKLIES



It was essential that the Manager Weeklies brand capture Jen's personality –this product is her in notebook form!

Manager Weeklies are a Plucky product by Jen Dary. Jen had created several working prototypes of these weekly guides for managers and came to us ready for it to officially come to life through design. We focused on a bold brand identity and layout that's optimized for writing, doodling, and brainstorming. The visual direction pairs well with the content that is intuitive and transparent.

We were inspired by Plucky's use of rough Sharpie writings to communicate on a personal level. Jen often publishes her Post-Its and writes personalized notes on outgoing packages. It's brilliant, simple, and fun. Manager Weeklies needed to embody this.



06

## StepZen

2020-2023

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### WHITEPAPER

StepZen

A NEW APPROACH TO  
GRAPHQL FEDERATION

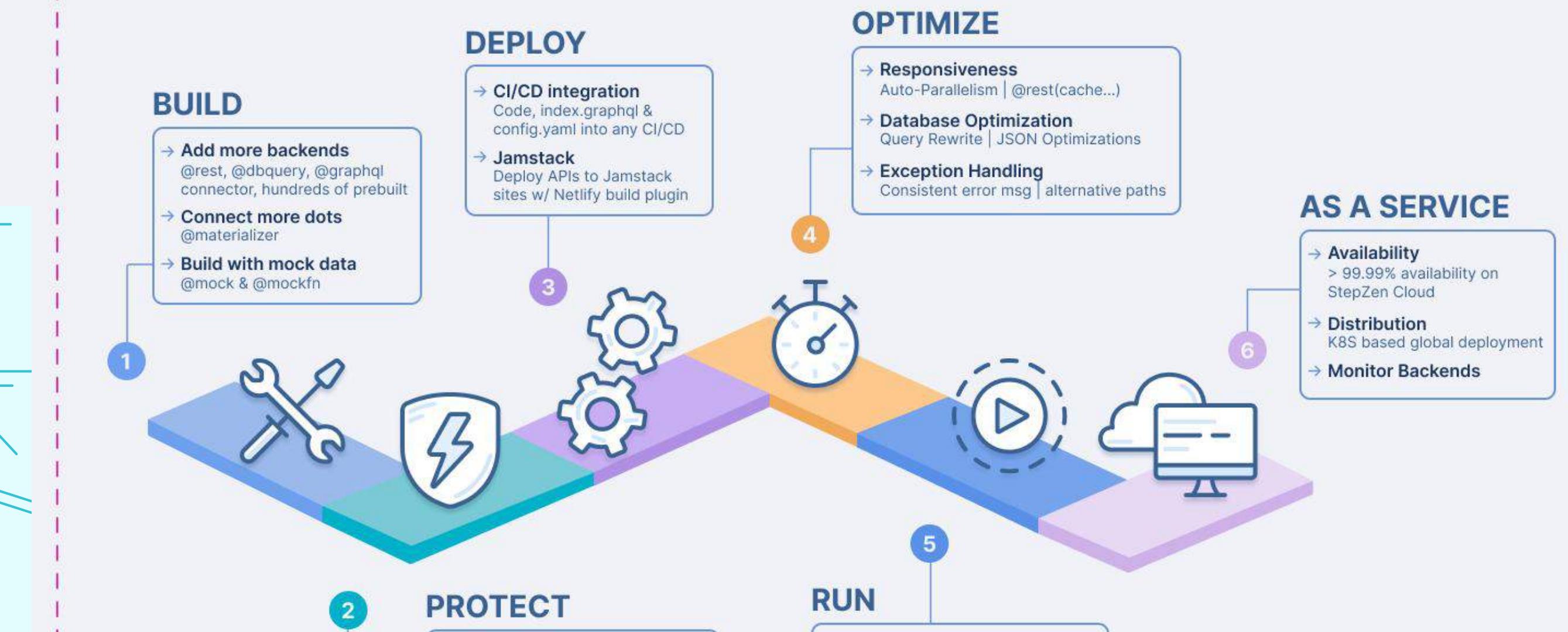
A fresh new look and site for a startup of ex-Googlers. The main challenge of this project was hitting a look, feel, and tone that was bold and technical yet still soft and approachable.

It was clear after initial sketches that there was something special about the flow of an S and Z together, creating a space of endless opportunities to explore, pitch, and iterate upon. In the end, we narrowed in on the symbol that was softer and less busy than the initial sketches.

Through a journey of unused icons, we were able to evolve from a more nature-focused approach to one of movements with dots before exploring and deciding to manipulate code brackets to depict the shapes of an S and Z.

## Declaratively build GraphQL APIs from backend building blocks

The quickest way to get started is to autogenerate your schemas and resolvers. Specify an existing data source using the `stepzen import curl https://... -H "..."` command. StepZen introspects the endpoint and generates a GraphQL schema for you, including the `@rest`, `@dbquery`, and `@graphql` directives. Link types using `@materializer`.



07

## React Rally

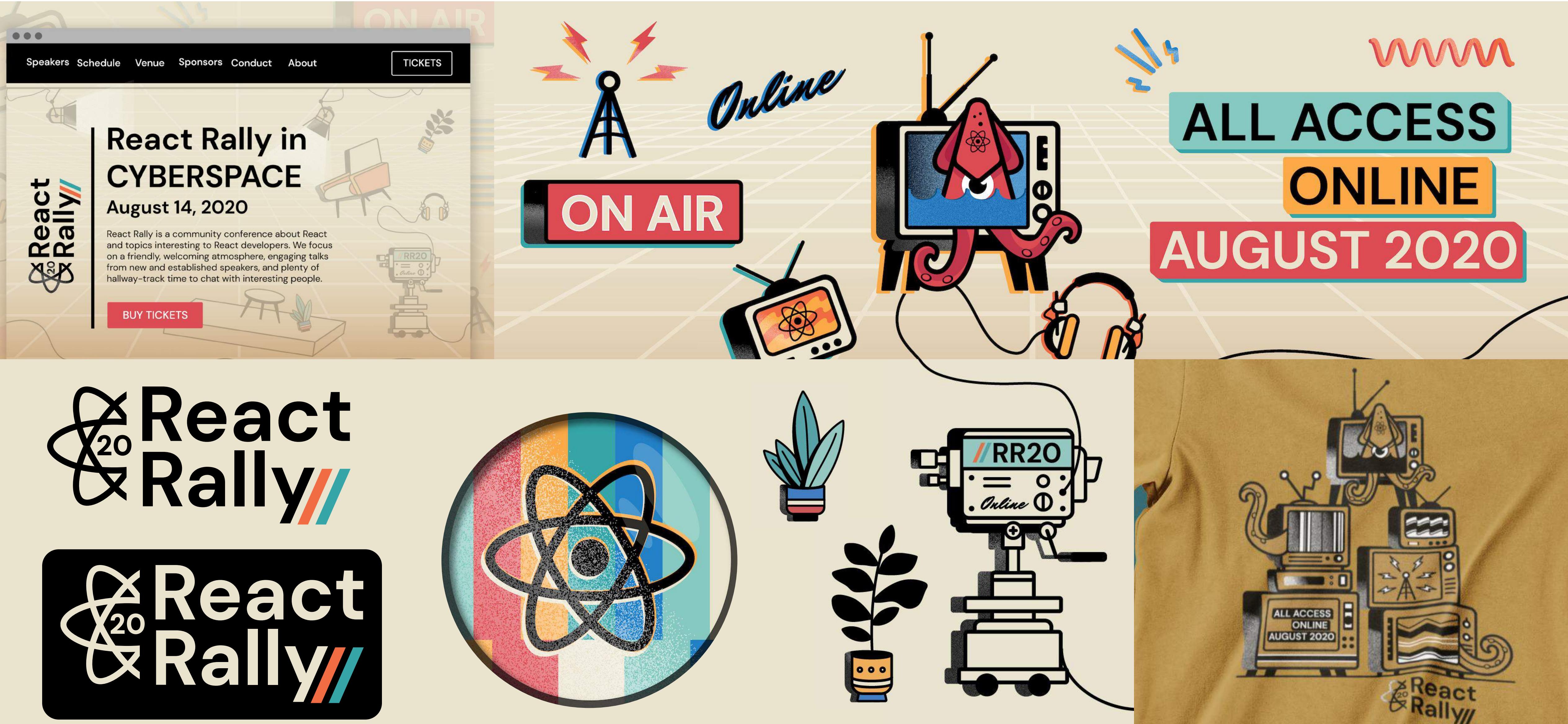
2020

[View on web ↗](#)

A logo and palette inspired by old PBS designs while also leaving room for a widely celebrated deep sea mascot.

We pitched two potential directions. One was very 80s, wordart-y, and surreal. The other one, which was chosen, was more inspired by old PBS designs and the comforting retro feel of old TVs and community center shows. The mascot needs to be recreated each year to match the updated theme and these TVs presented a unique opportunity.

Significant identity elements were created, including color, palette, avatar, social banners, hero illustration, and t-shirt design. From there, individual design assets were prepared so the team could carry the theme through all other materials like slide decks, video covers, and speaker announcements.



## React Conf

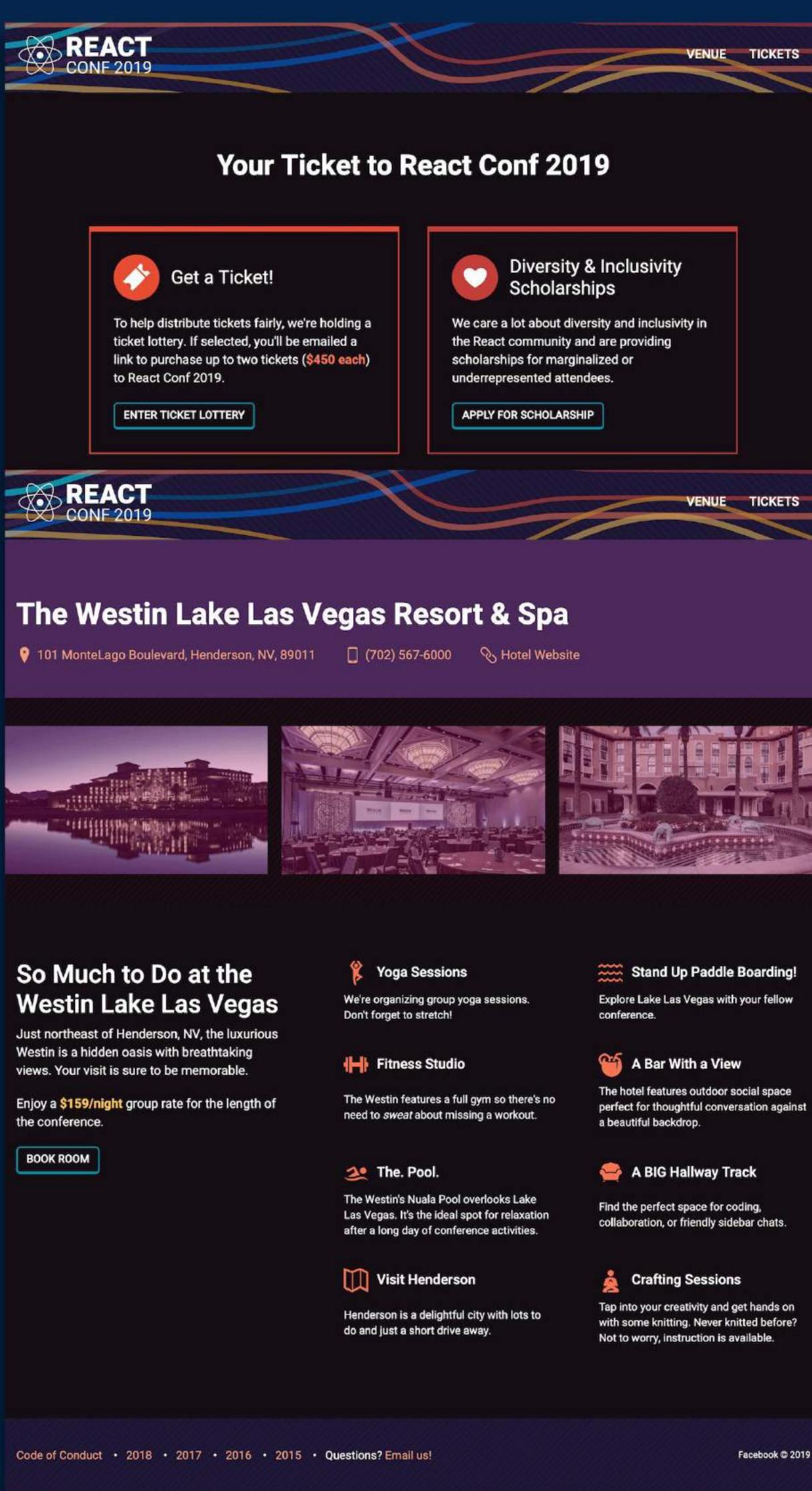
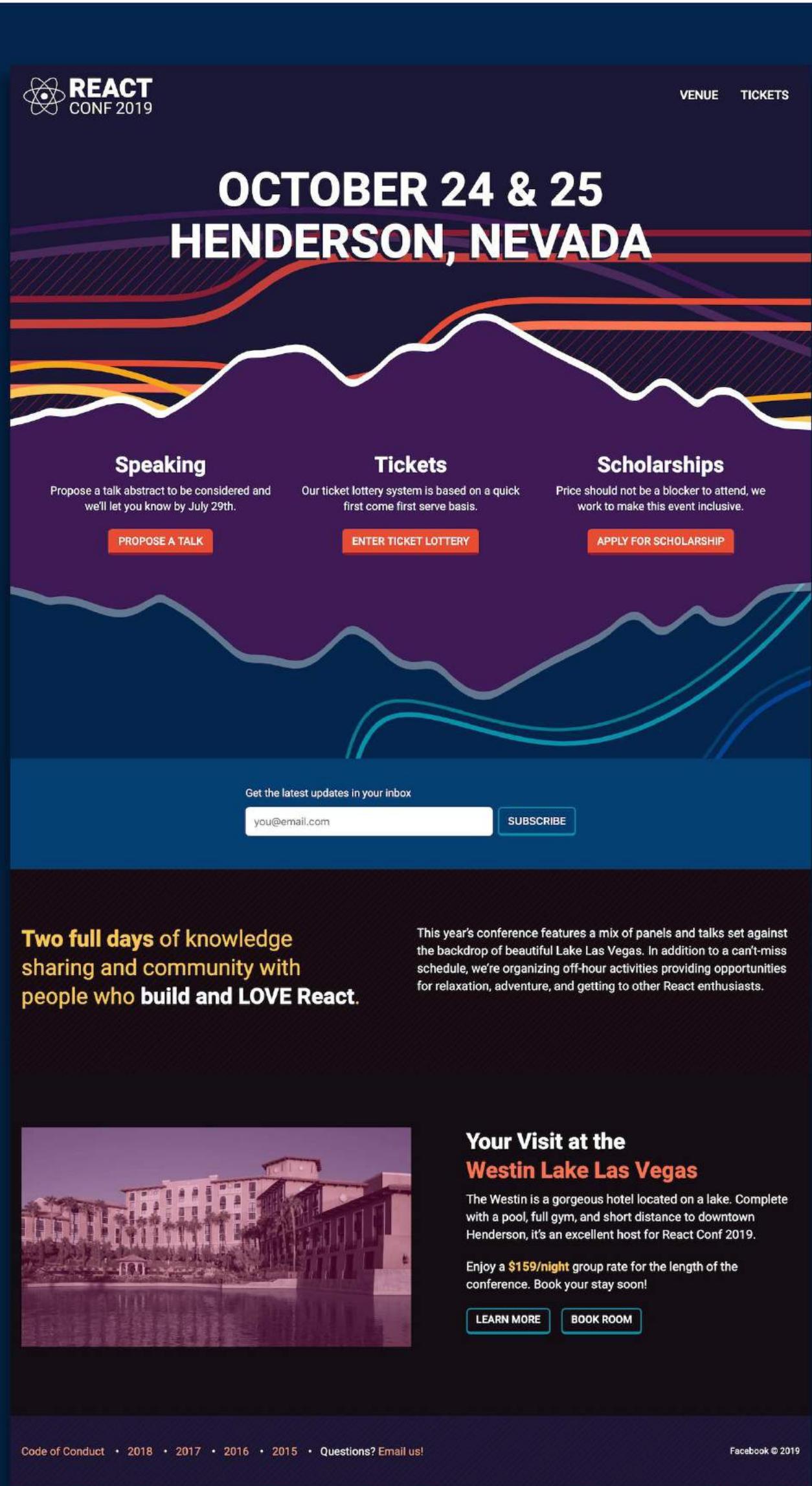
2019

[View on web ↗](#)

The iconic React atom lends itself well to a scene that will be memorable at the event: the sunset and a surprising lake in the desert.

We teamed up with the organizers of React Conf for a second year in a row to complete the branding, site design and development, swag, and graphic design for the event. From banners to t-shirts to speaker slide decks, this was an all-inclusive project us.

The design needed to commit to a darker color palette while also feeling warm, inviting, and cohesive with the previous year's mountain theme. We would be hard-pressed to think of a more unique event location than Lake Las Vegas, and the visual design inspired by this was chosen after pitching five initial concepts.



## Soft Skills Engineering

2019

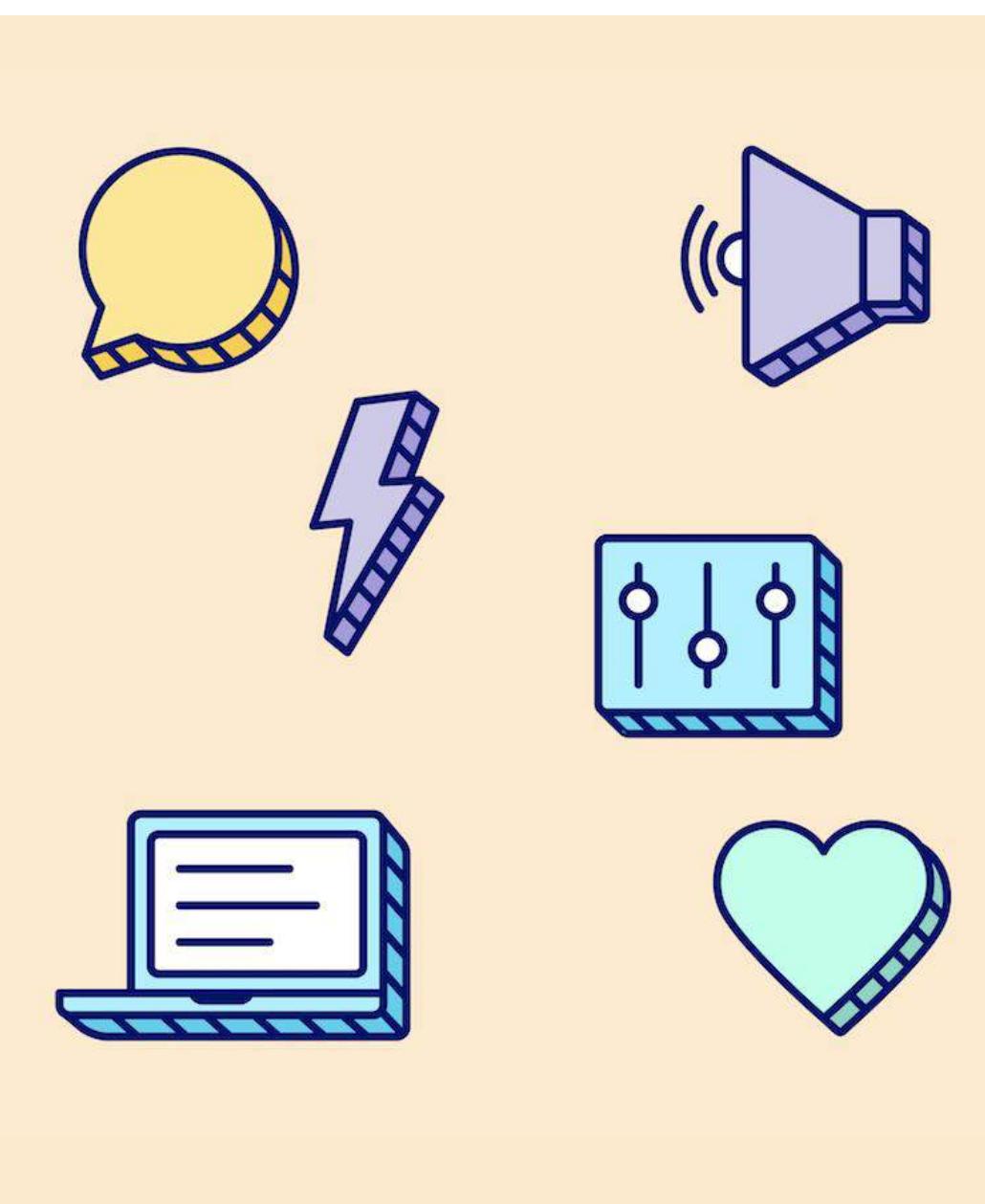
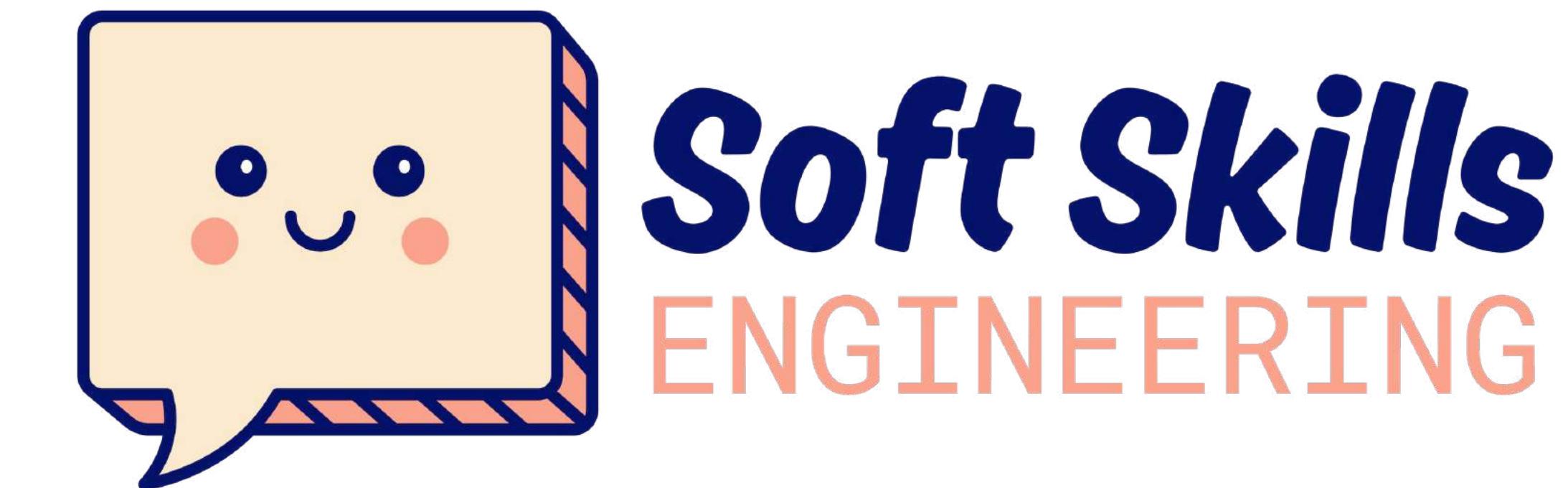
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While this podcast is for tech folks it's not about the technology, which allowed for interesting exploration into visual representations of "soft skills".

It takes more than great code to be a great engineer, and that's what the Soft Skills Engineering podcast is all about. After our initial pre-design questions and research, we developed a true sense of what sets this podcast apart: the hosts are very personable and humble, working hard to ensure guests are comfortable.

The common element across all picked concepts was the use of a softer color palette, contrasting with what can typically be seen in this space. Ultimately, the chosen concept fell somewhere in the middle, capturing the conversation element of soft skills in a fun, lighthearted way. The brand speaks to the spirit of the hosts, the feedback of the listeners, and the overall tone of comfort and friendliness.

The website features a large, bold headline: "It takes more than great code to be a great engineer." Below the headline is a subtext: "Soft Skills Engineering is a weekly advice podcast for software developers." A list of topics includes: pay raises, hiring and firing developers, technical leadership, learning new technologies, quitting your job, getting promoted, code review etiquette, and much more. Navigation links include "Episodes", "Meet the Hosts", "Ask a Question", "Sponsors", "Slack", "Support us on Patreon", and "Where to listen" (Apple Podcasts, Google Podcasts, Other). The design is clean with a blue header and footer, and a central white area featuring a megaphone icon.



## Lincoln Loop Marketing

2014-2023

There is endless potential while working within the space theme. We wanted to make items that stood out amongst a sea of swag at conferences and cards that clients actually want to keep.

As frequent conference attendees, the Lincoln Loop team is also often in need of swag, stickers, notebooks, custom slide decks, and promotional flyers. We even put together a custom coloring book to be distributed to kids (and adults!) at PyCon in 2017.

The space theme has been a consistent and enjoyable constraint within most of these designs, but occasionally the team is looking to promote their own products as well.



## Testimonials

Nice things said by nice people

**“**We had a daunting task to rebrand our organization and develop new digital and print materials as well. Joni and the team at YupGup were amazing to work with! She took the whole project and broke it down for us into easily managed pieces that she guided us through.

She truly listened to our ideas and requirements and her creativity with both the design and implementation was impressive. Her ability to allow us flexibility while still keeping us on target was so refreshing. On top of everything else, she kept this project going even when we were hit with a pandemic!

Joni and her team are incredibly organized and created a home base we could access at any time to see where we were in the process, check on task progress, and share elements with our board of directors. Through it all, she kept a positive, fun attitude that kept us all excited and motivated throughout the process.

In a nutshell, Joni made a difficult task easy for us, made the experience enjoyable, and delivered truly extraordinary content that exceeded our expectations.

**–Paige Baione, former Embrace Executive Director**



**“**I got the impression that YupGup understood my target audience better than I did. Joni went above and beyond to create a brand that my customers love.

**–Jesse Shawl, Founder of UpDog**



**“**Working with YupGup was a joy. We worked together on two different projects with much different scope, budget, and audiences. In both cases, they took great care in understanding the feeling we were trying to communicate. We couldn't be happier with the work they produced.

**–Jamison Dance, React Conf Organizer  
Soft Skills Engineering Host**



**“**I've had a great experience working with Joni and Michael. Their excellent design and code skills are a perfect combination. They were easy to work with and knowledgeable every step of the way and I am very happy with the result!

**–Katherine Michel, DjangoCon US Website Chair**



**“**Joni has collaborated with the DjangoCon US team going on four years. She is meticulous, is a gifted designer, has a keen design eye, and her organizational and art direction skills are better than anyone I have ever worked with in my twenty-plus years in the industry.

**–Jeff Triplett, partner at REVSYs**

hello@yupgup.com

