



Joni^{*} Trythall

** pronounced joe-knee*

[View resume](#)

Brand Strategist & Designer

About

Strategy and design portfolio

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Contact

hello@jonitrythall.com

calendly.com/jonitrythall

Information

jonitrythall.com

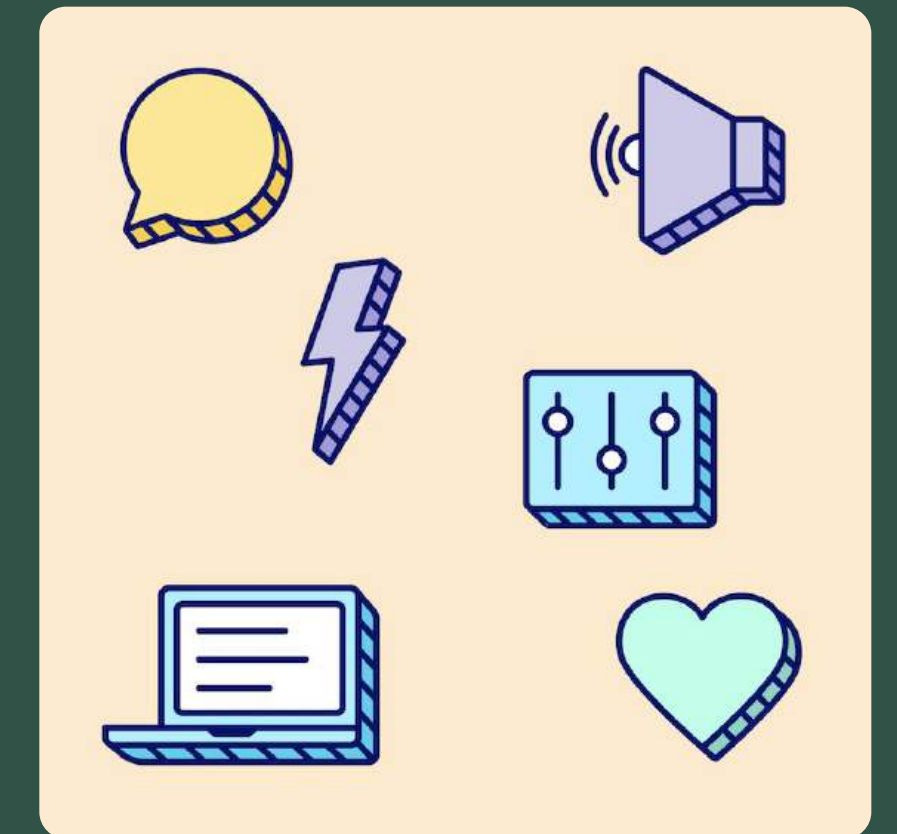
linkedin.com/in/jonitrythall

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DCUS '23 final shirt design



Soft Skills Engineering icons



React Conf badge sticker



Final React Rally '20 shirt design



Printed Manager Weeklies notebooks

About Me

Joni Trythall Brand Strategist



Too-tall sunflower from seed



Monarch raised from egg



Office bookshelf



Joni Trythall teaching a coding class for girls in Chicago



A Book Apart design series

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.

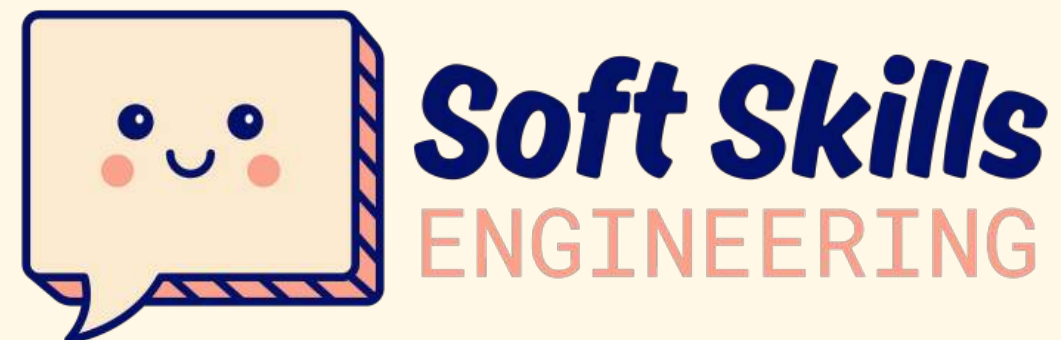
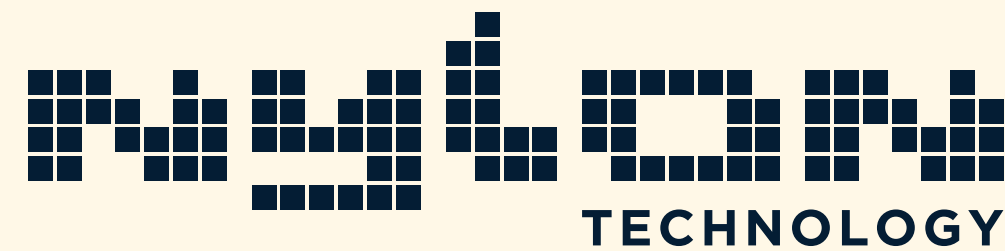
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness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



2023
djangocon.us
DURHAM

LearnDjango



PROJECT:

DjangoCon US

[View on web ↗](#)

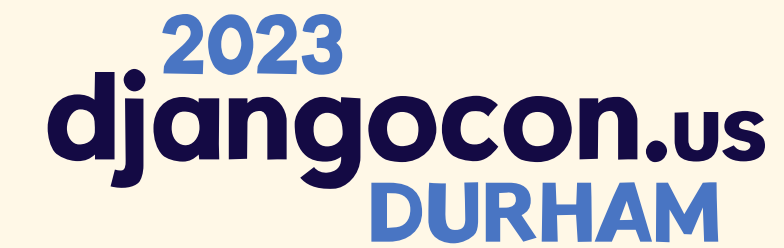
PROBLEM

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.

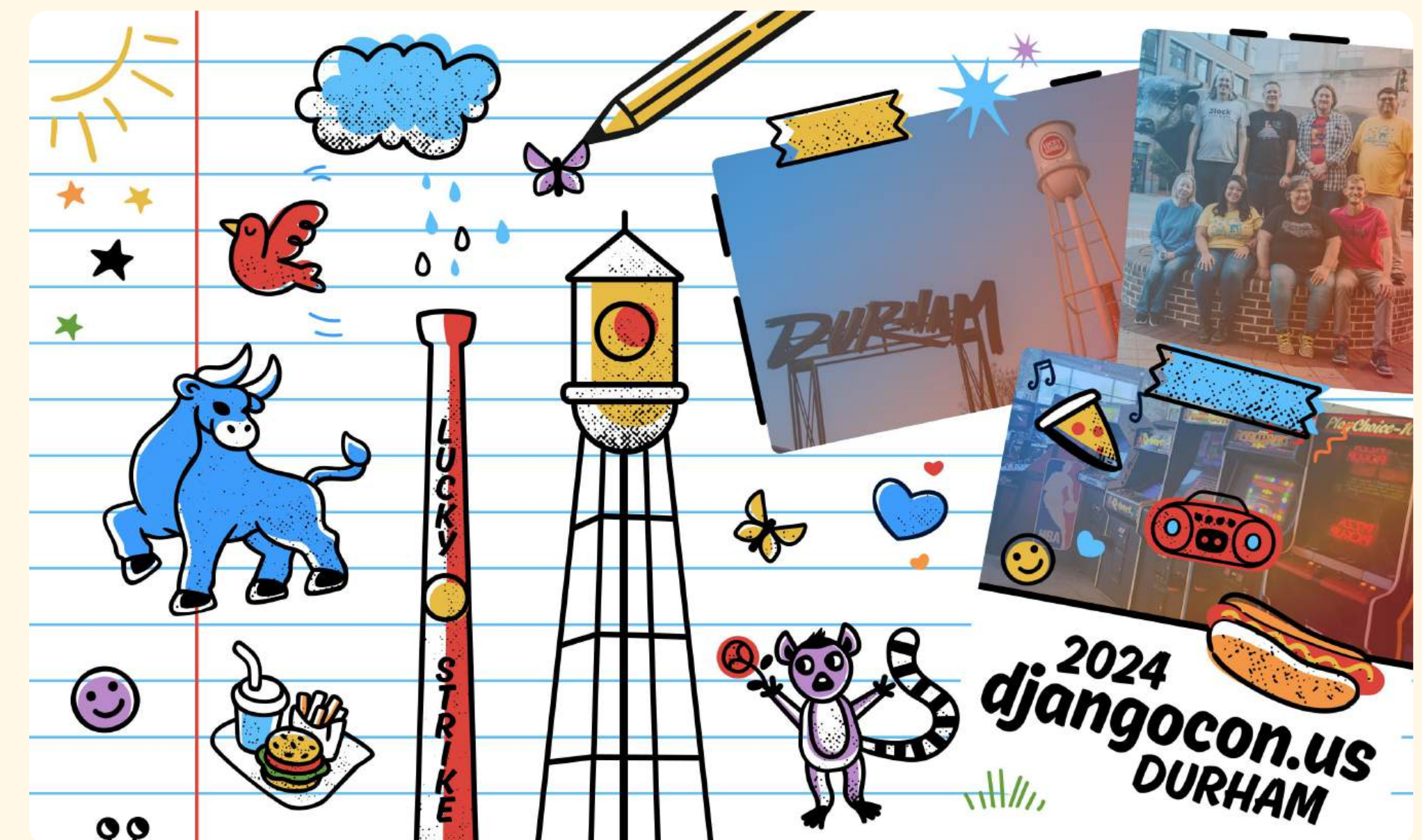
I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.



Logos and submarks over the years



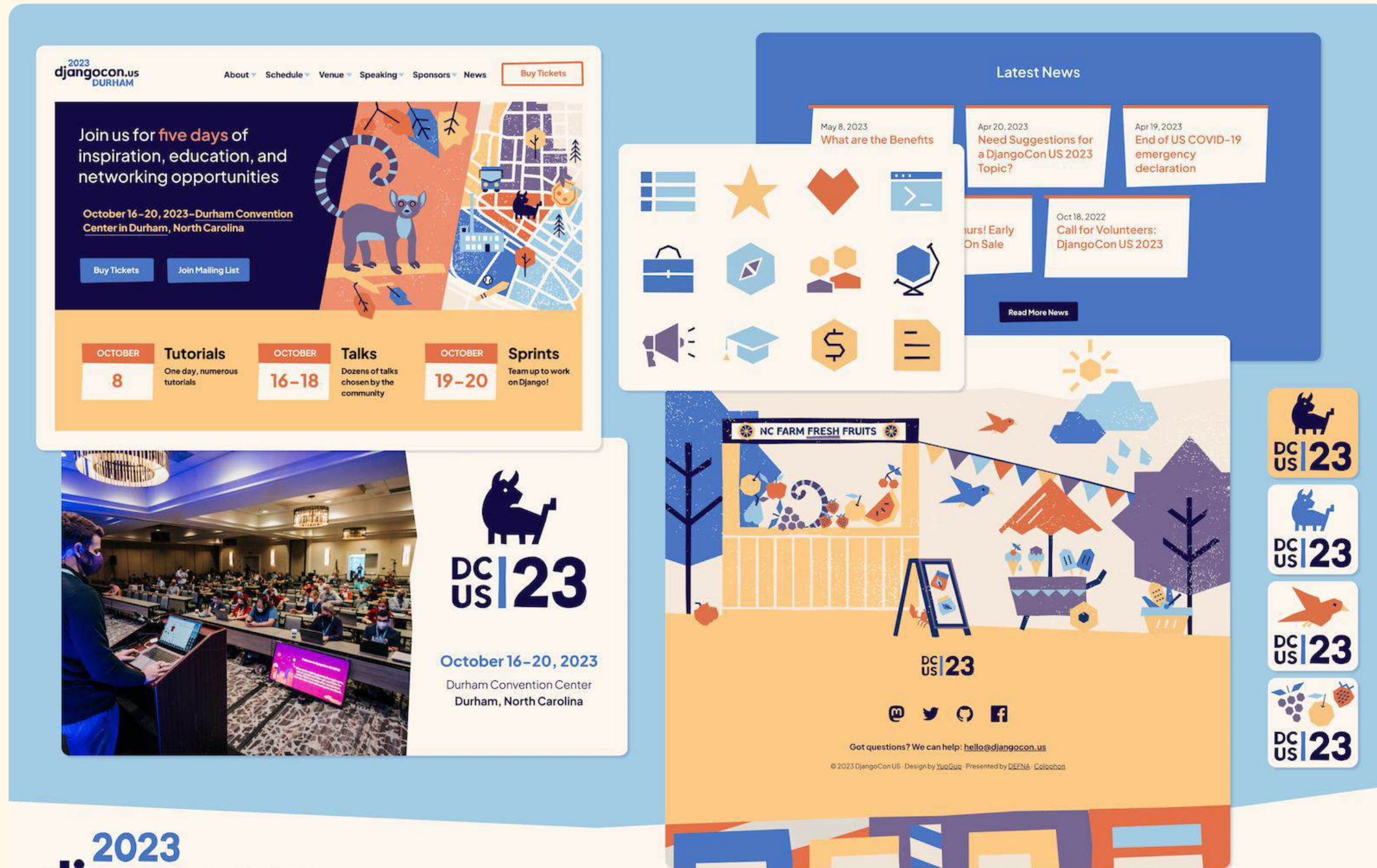
Logos and submarks over the years



Preview of '24 design elements

PROJECT: DjangoCon US

Continued



Site design overview from '23



'24 outdoor shot with printed banner



'22 buttons, '23 totes



Preview of '22 prospectus document

2023
djangocon.us
DURHAM

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

The Hand
Foundation
Stacked text logo



Avatar options



Select iconography



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

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.

"I've come to understand that life is wonderful and it's what you make of it that counts."

Homer Hand

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.



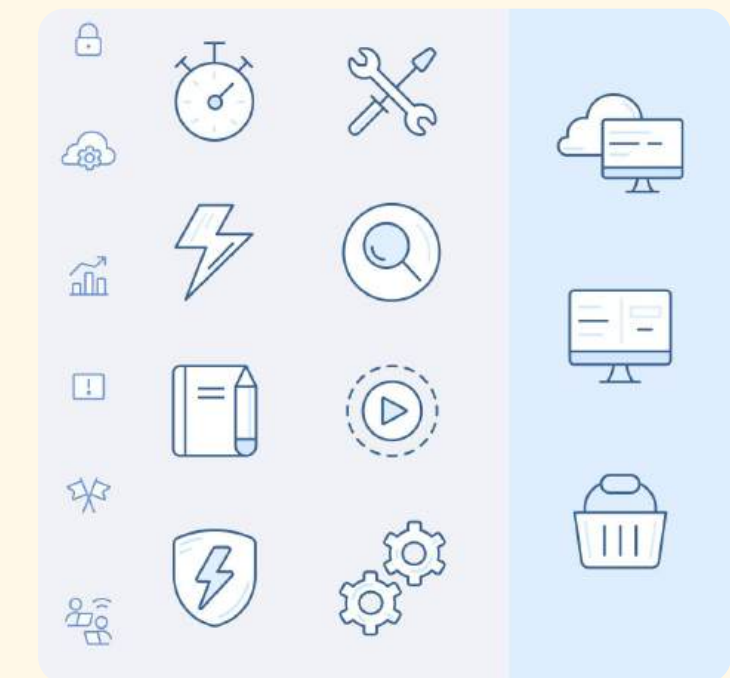
Full colored logo



Submarks



Initial symbol exploration



Infographic elements



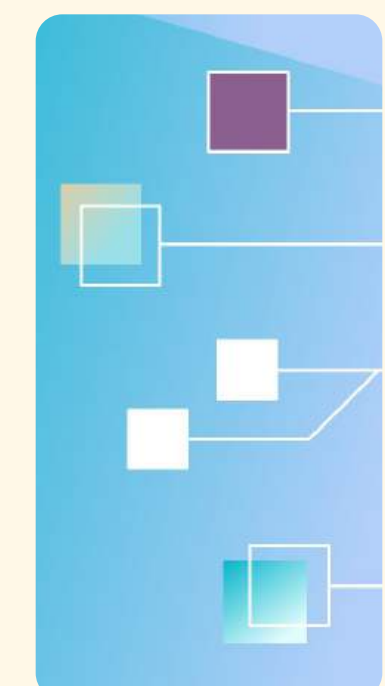
Initial icon set



Blog post cover



Support graphic for marketing materials



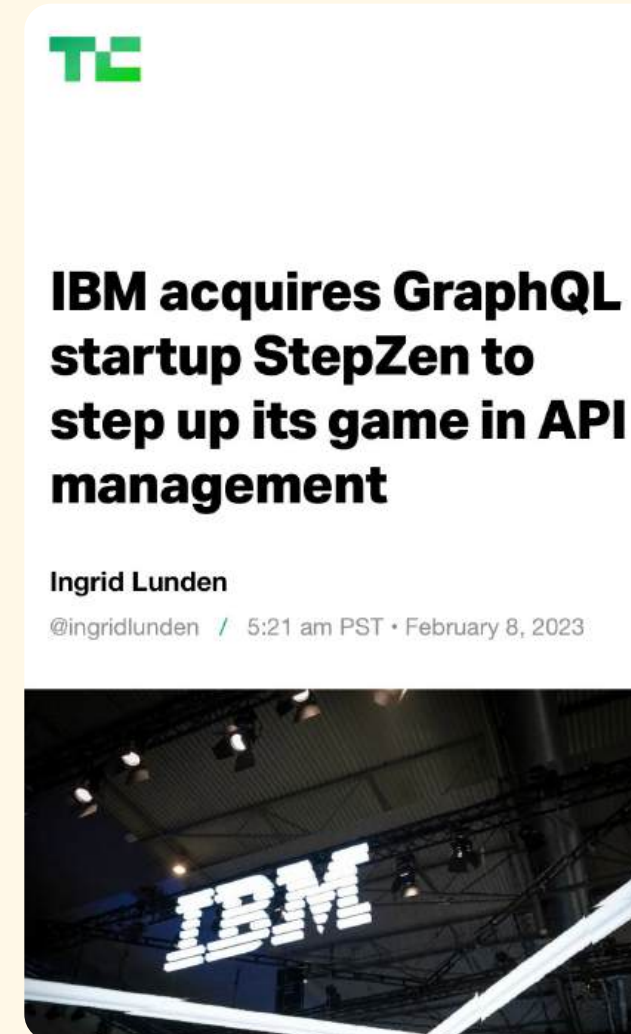
Blog graphic

PROJECT: StepZen

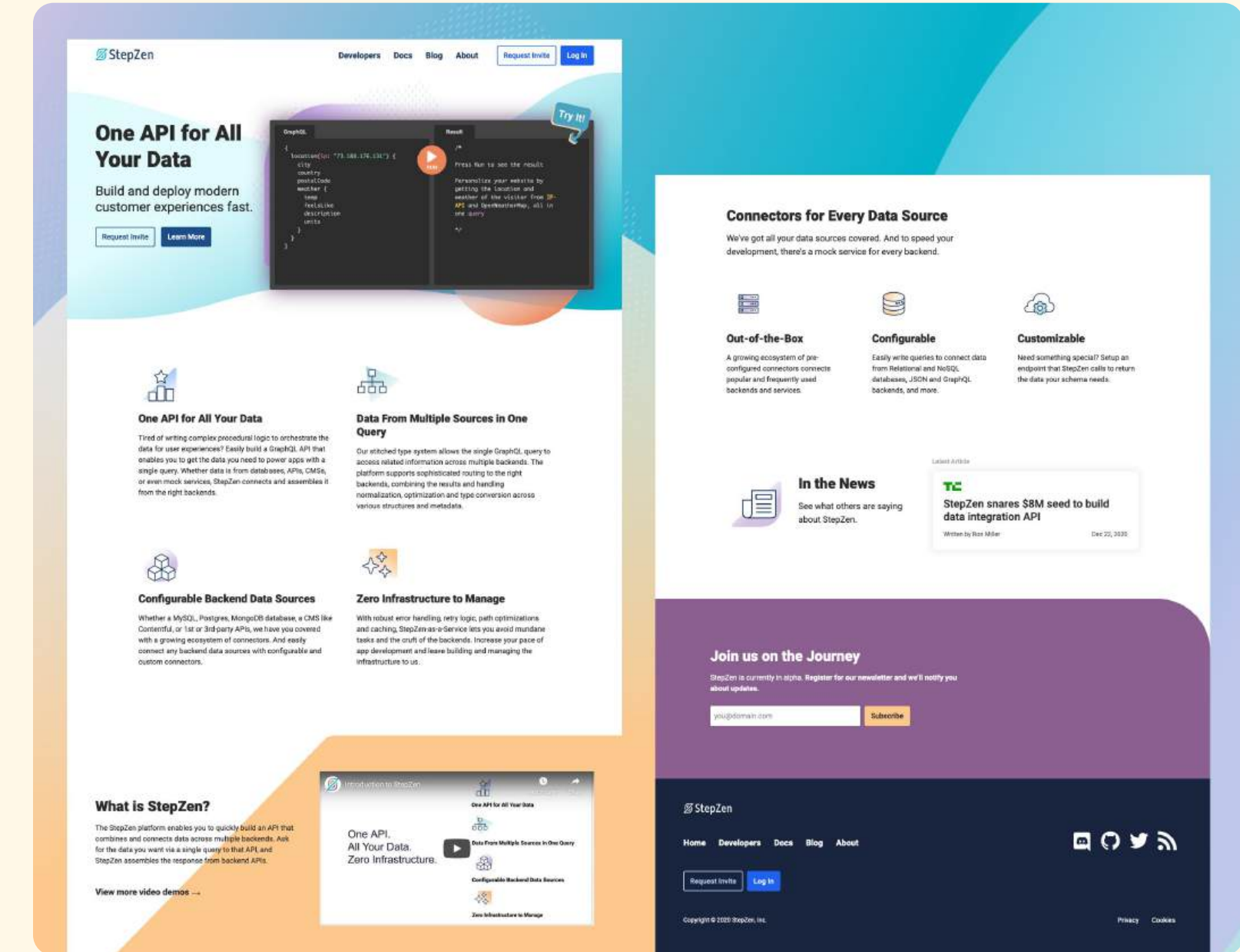
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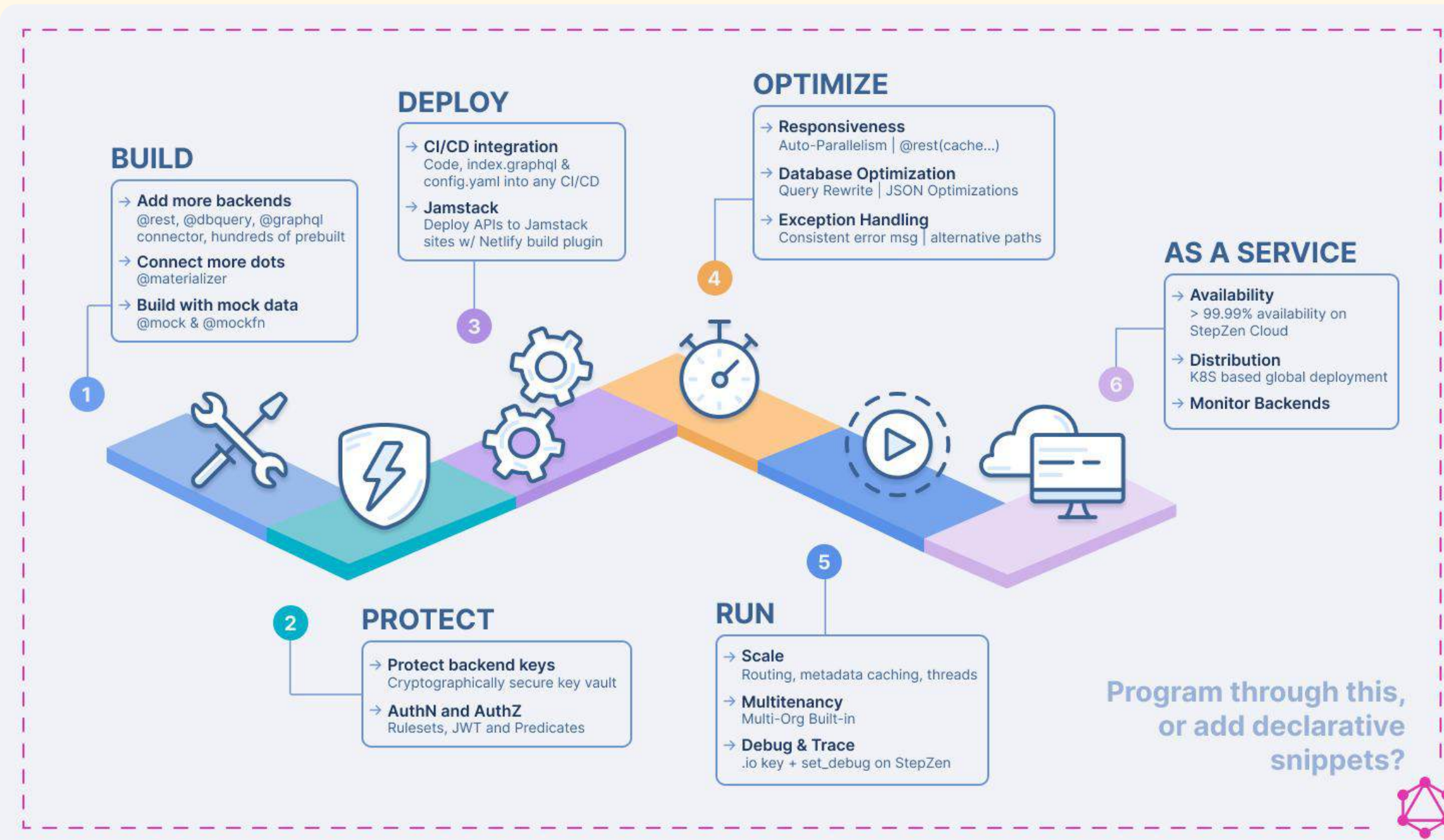
New promo swag!



IBM acquisition article



Initial homepage design



Detailed infographic communicating StepZen value



One of many presentation cover templates

PROJECT: Embrace

[View on web ↗](#)

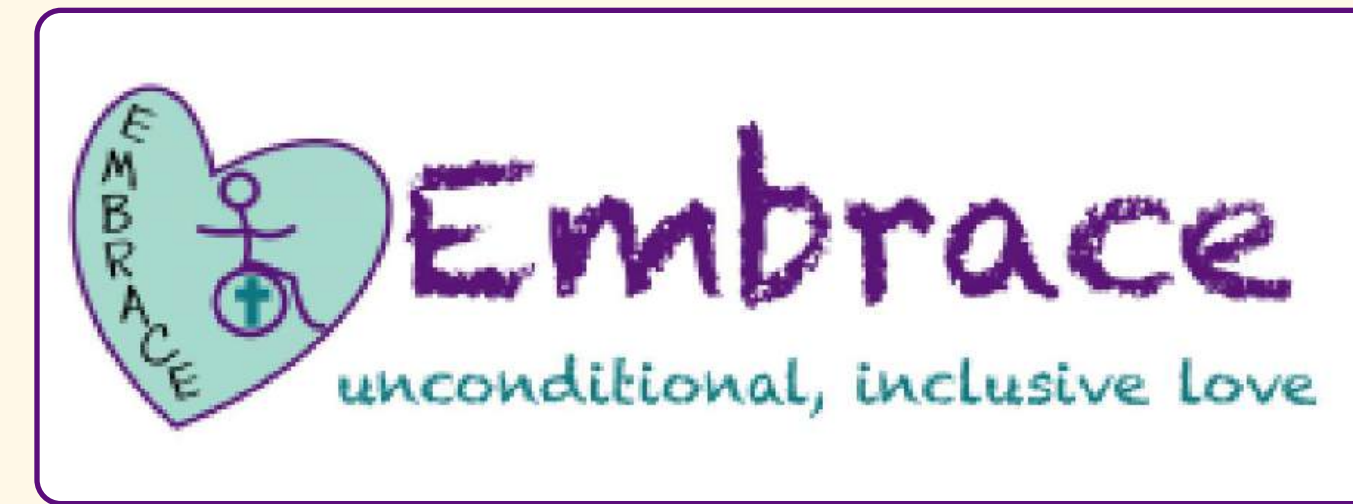
PROBLEM

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.



Original logo—no vector version for org to use



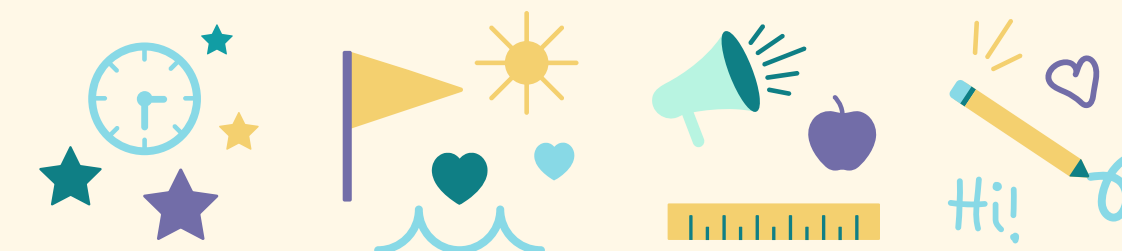
Original after school logo



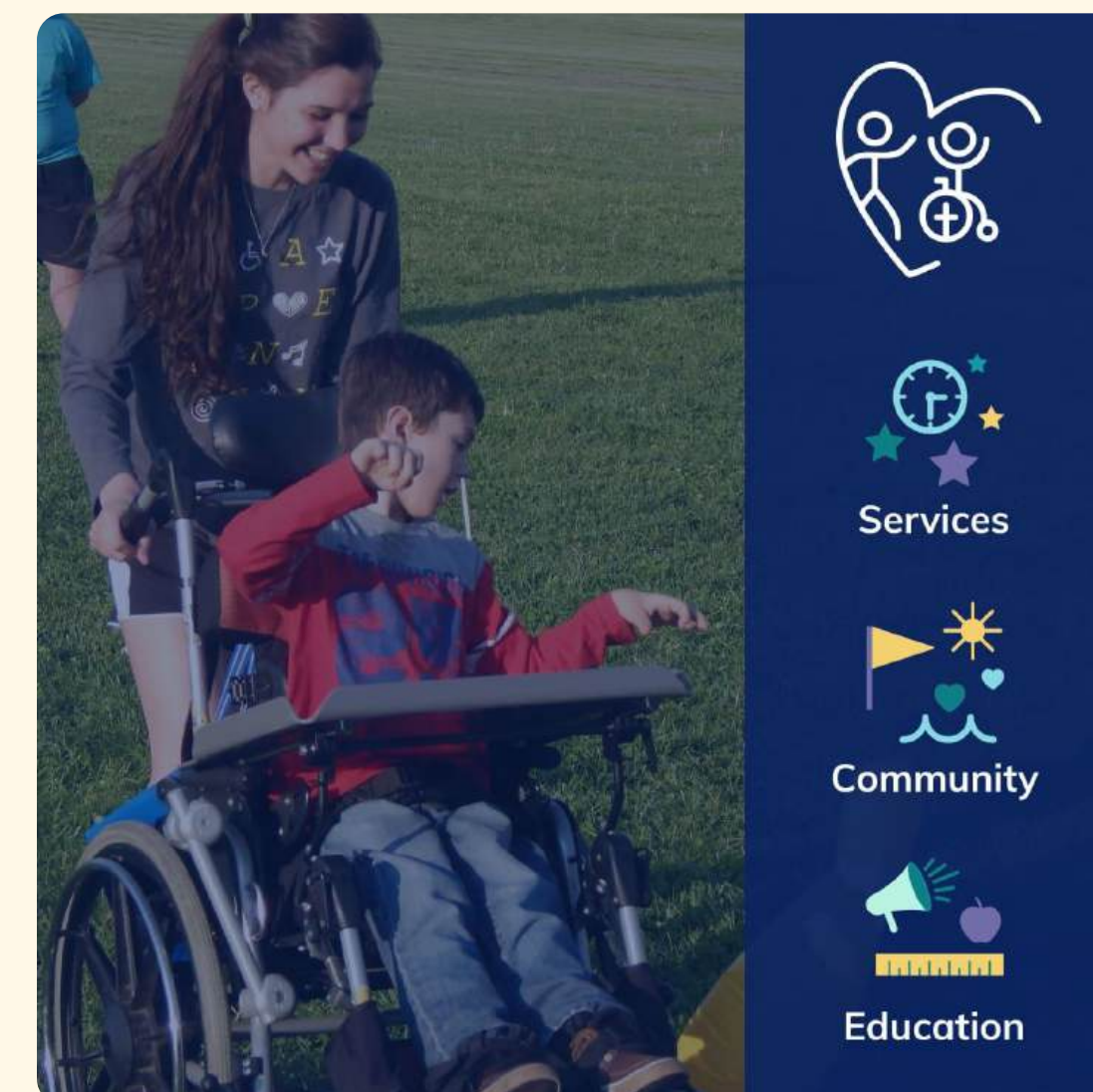
Updated logo



Updated after school logo



Fun, cheerful program-based iconography



Promotional social share graphics



Social graphic template

PROJECT: Embrace

Continued

The hero section features the Embrace logo with the tagline "unconditional, inclusive love". Navigation links include "About", "Programs", "Training", "Events", "Get involved", and a "Donate" button. A large blue text box contains the message: "Working towards a world that is equal and considerate of all through strong and lasting communities." Below this are "Learn more" and "Get involved →" buttons. At the bottom, three icons represent "Services", "Community", and "Education".

Site hero preview featuring family camp photo—the org’s most popular program

The brochure design includes a "Join us!" section with a list of ways to contribute: Volunteering, Praying, Giving items, Join our Board, Helping at events, and Donating. It features a testimonial from Megan Andrews, an Embrace Mother, and contact information for donations, including a PO Box in Dover, DE, and the website embracedelaware.org/donate. The back of the brochure features the tagline "unconditional, inclusive love" and social media handles for Facebook, Instagram, and Twitter.

Front/back preview of brochure design for school distribution

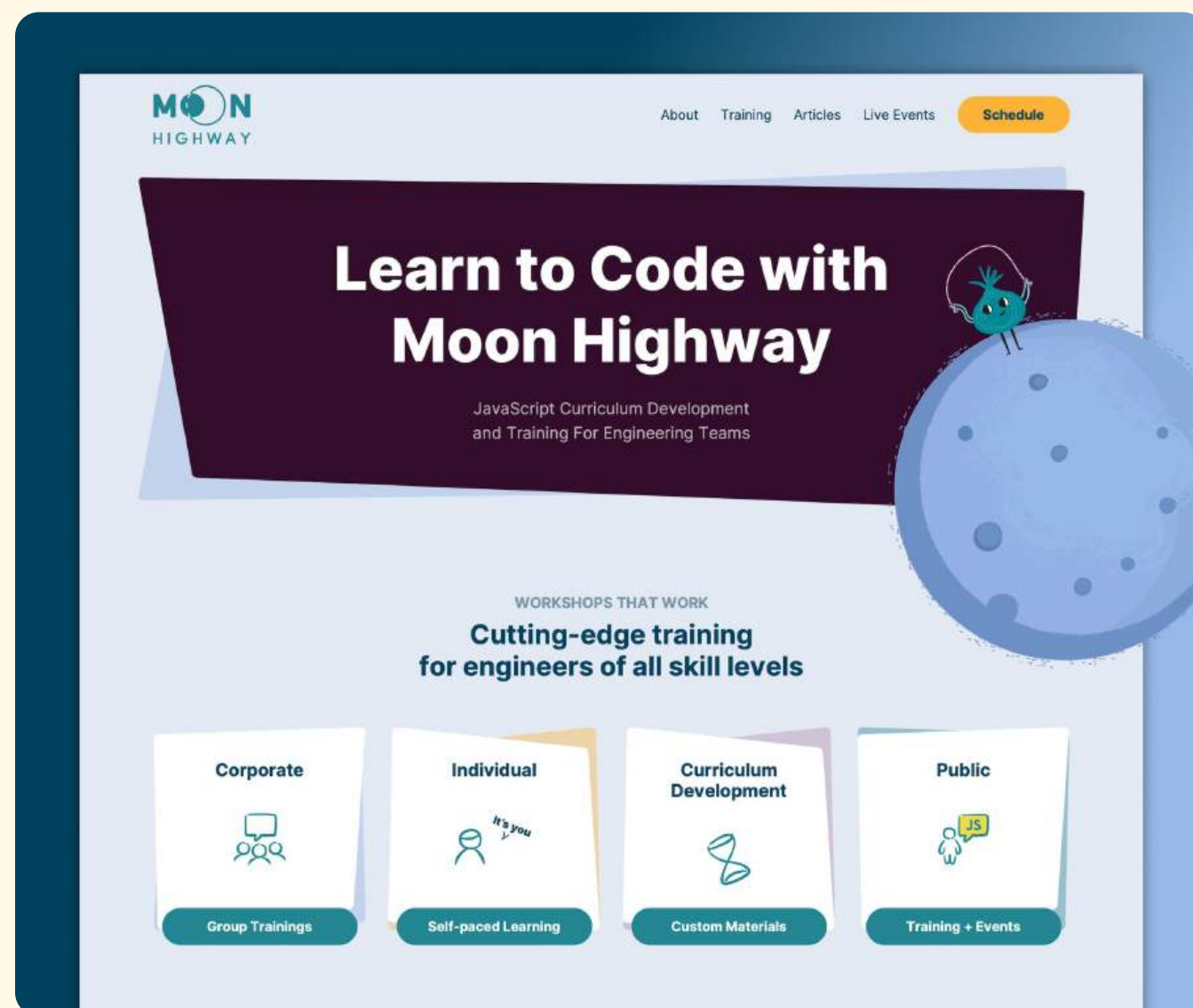
The inside of the brochure is divided into three main sections: "Camps!", "Respite", and "Before & After Care". The "Camps!" section describes "Day Camp & Family Camp" and provides a link to embracedelaware.org for more details. The "Respite" section explains that respite nights provide a safe environment for families. The "Before & After Care" section discusses how Embrace provides specialized care for students with disabilities. A "We're here for you" section includes an email address abby@embracedelaware.org for applying to camps, respite, or before and after care.

Inside preview of brochure design for school distribution

Other Work



Moon Highway podcast social graphic



Moon Highway homepage hero design



DjangoGirls+ shirt '24



React Conf '18 shirts



Years of sticker designs



Lincoln Loop space notebooks



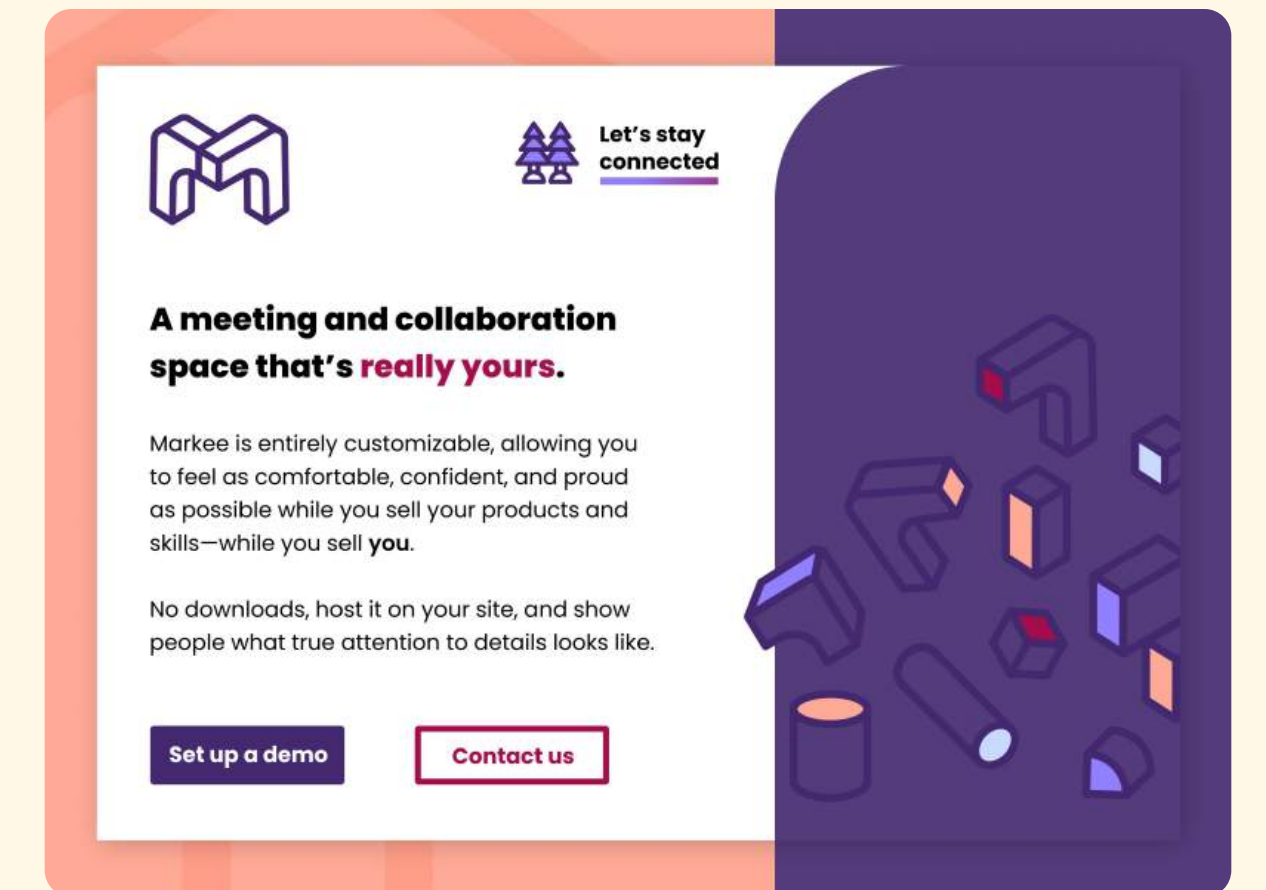
React Rally '23 stickers



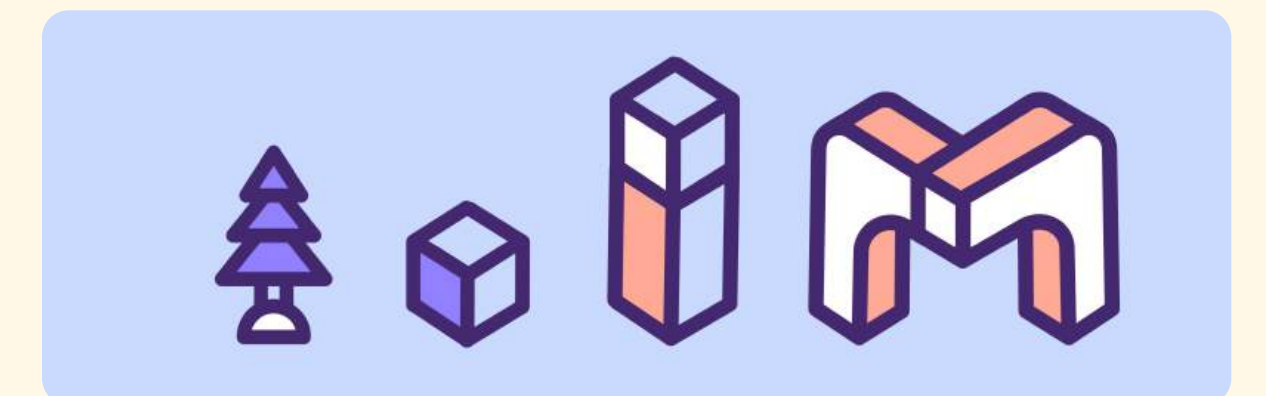
React Conf '19 banners



Markee logo



Markee landing page design



Markee social banner



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