Joni* Trythall

pronounced joe–knee

Brand Strategist
& Designer

About

Strategy and design portfolio
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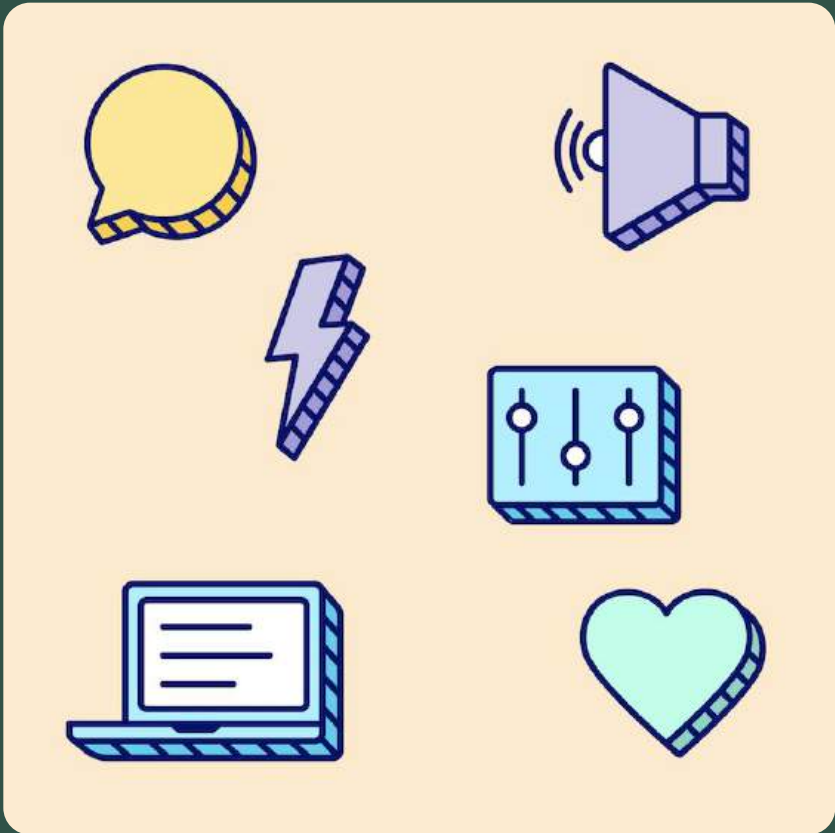
Printed Manager Weeklies notebooks

About Me

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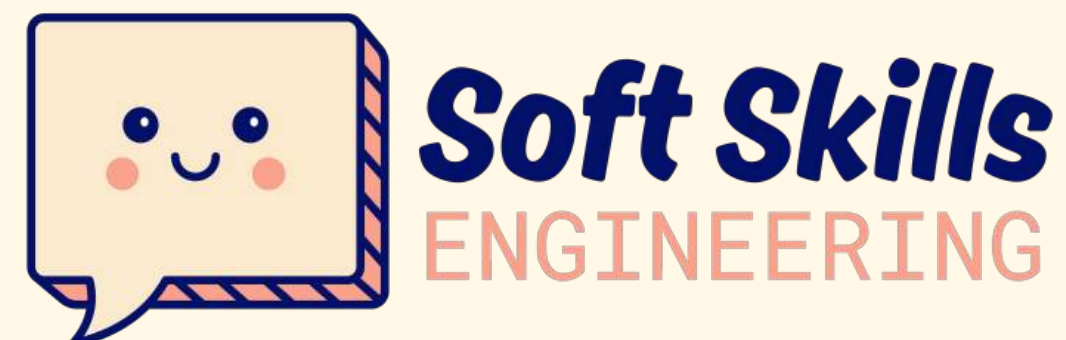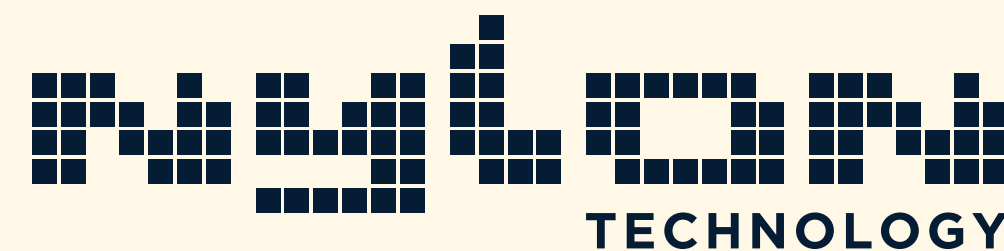
I focus on promoting transparency in processes and fostering positive communities. I dedicate most of my time to building relationships and problem solving, starting from the initial outreach through project discovery and execution. Clients come to me for my varied skill set, proven experience, and eagerness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

The Hand Foundation

markee

embrace
unconditional, inclusive love

lincoln loop

StepZen

elevatedigital

nylon TECHNOLOGY

CERTIFIED CFE.DEV FRESH

MOON HIGHWAY

Soft Skills ENGINEERING

testdriven.io

2023 djangocon.us DURHAM

LearnDjango

munipal

React Rally 20

gdi

REACT CONF 2019

REACT RALLY 23

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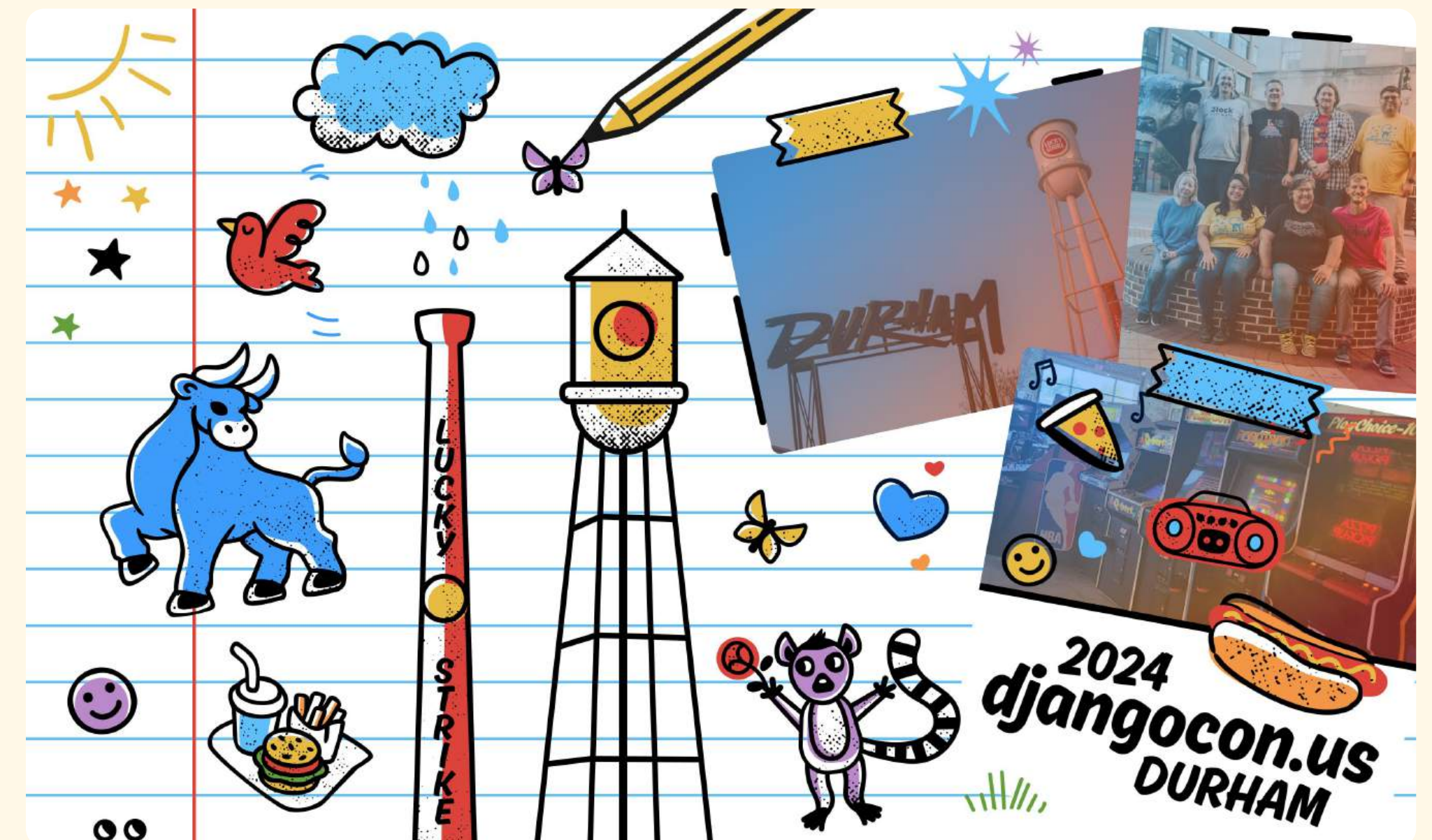
I've created several beloved mascots for the community, many of which make a requested appearance despite not lining up with the location—like a crab in Durham, North Carolina.

Logos and submarks over the years

Logos and submarks over the years

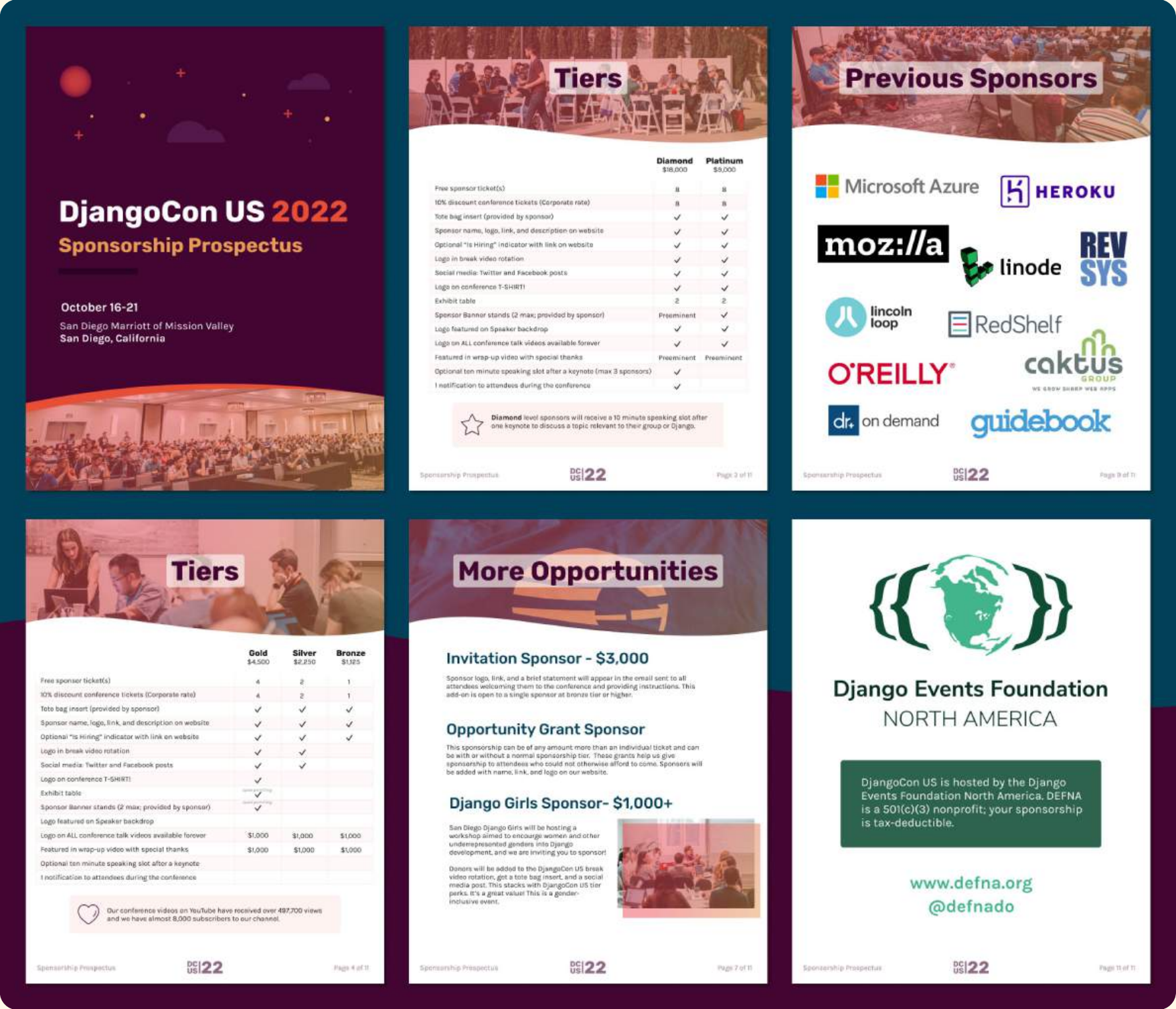Preview of '24 design elements

PROJECT:
DjangoCon US

Continued

'24 outdoor shot with printed banner

'22 buttons, '23 totes

Site design overview from '23

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.

Full logo

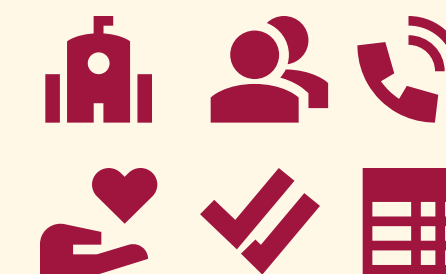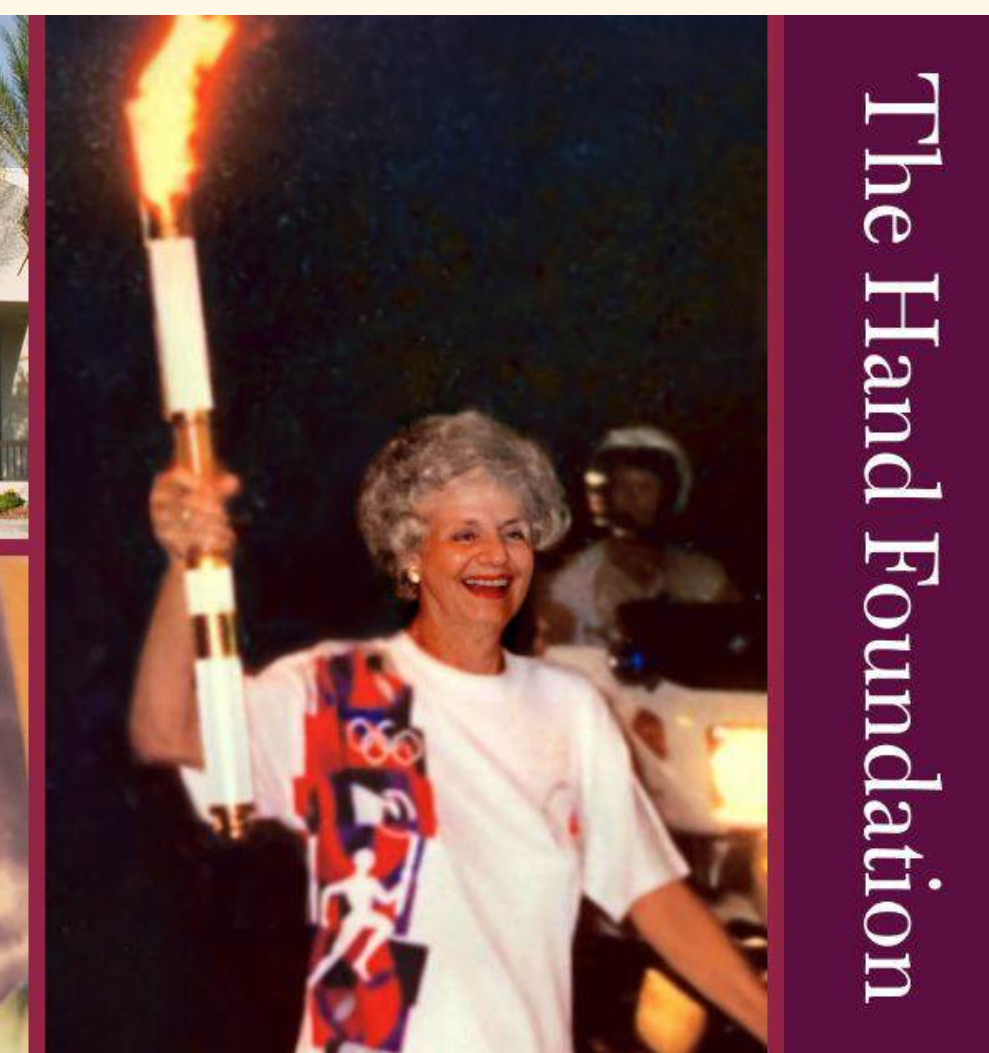Stacked text logo

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

"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

3D printed logo on entrance wall

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 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.

History timeline—a crucial aspect of project

Foundation tree in brand colors

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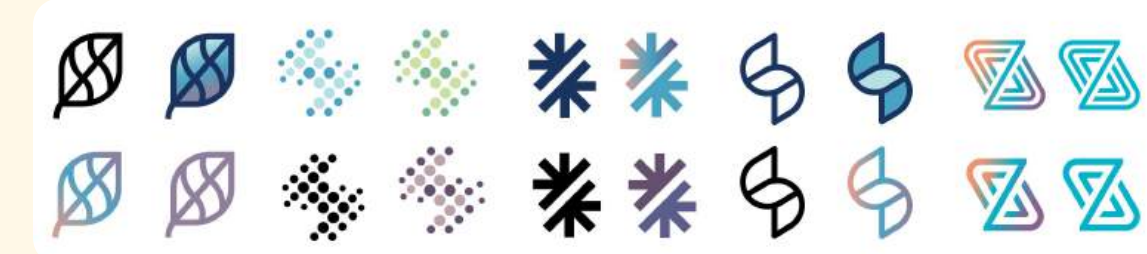
For years to follow I worked with StepZen on all their continued design needs until they were acquired by IBM. This work included infographics, print design, presentation and pitch deck templates, social media graphics, video covers, pillar page illustrations, blog post covers, hackathon design support,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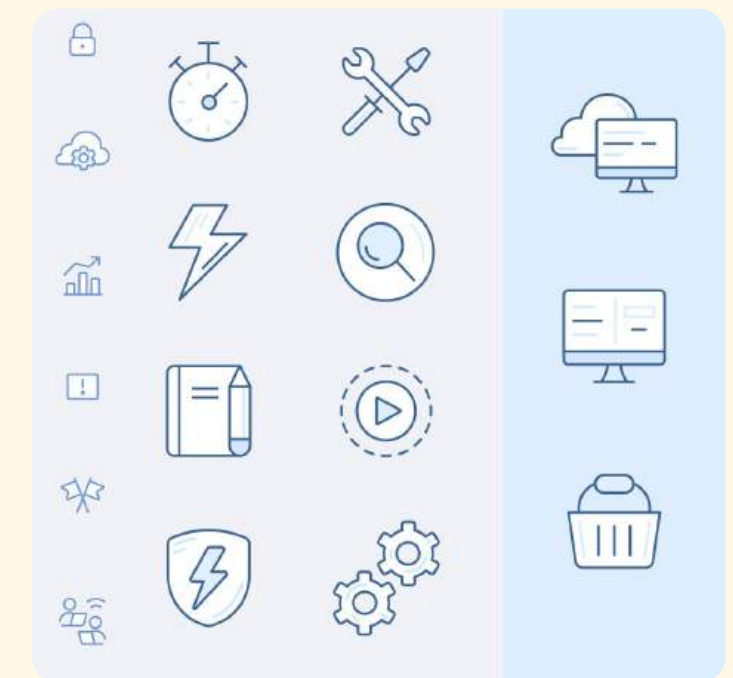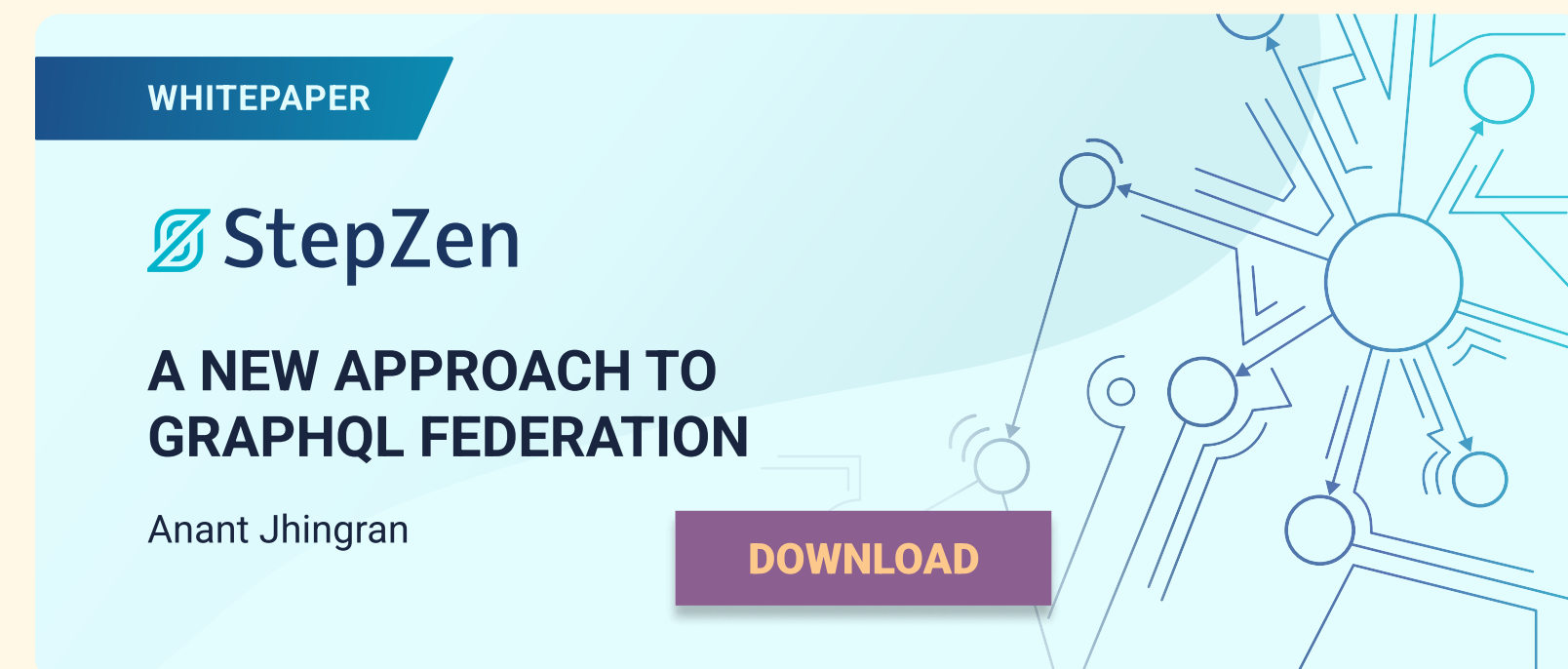
Full colored logo

Submarks
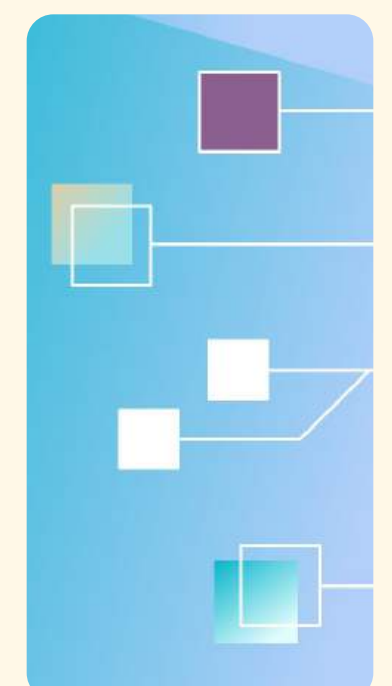
Initial symbol exploration

Infographic elements

Initial icon set

Blog post cover

WHITEPAPER

StepZen

A NEW APPROACH TO GRAPHQL FEDERATION

Anant Jhingran

DOWNLOAD

Support graphic for marketing materials

Blog graphic

PROJECT:
StepZen

Continued

Grateful when clients send us swag with our work on it 🙏

New promo swag!

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
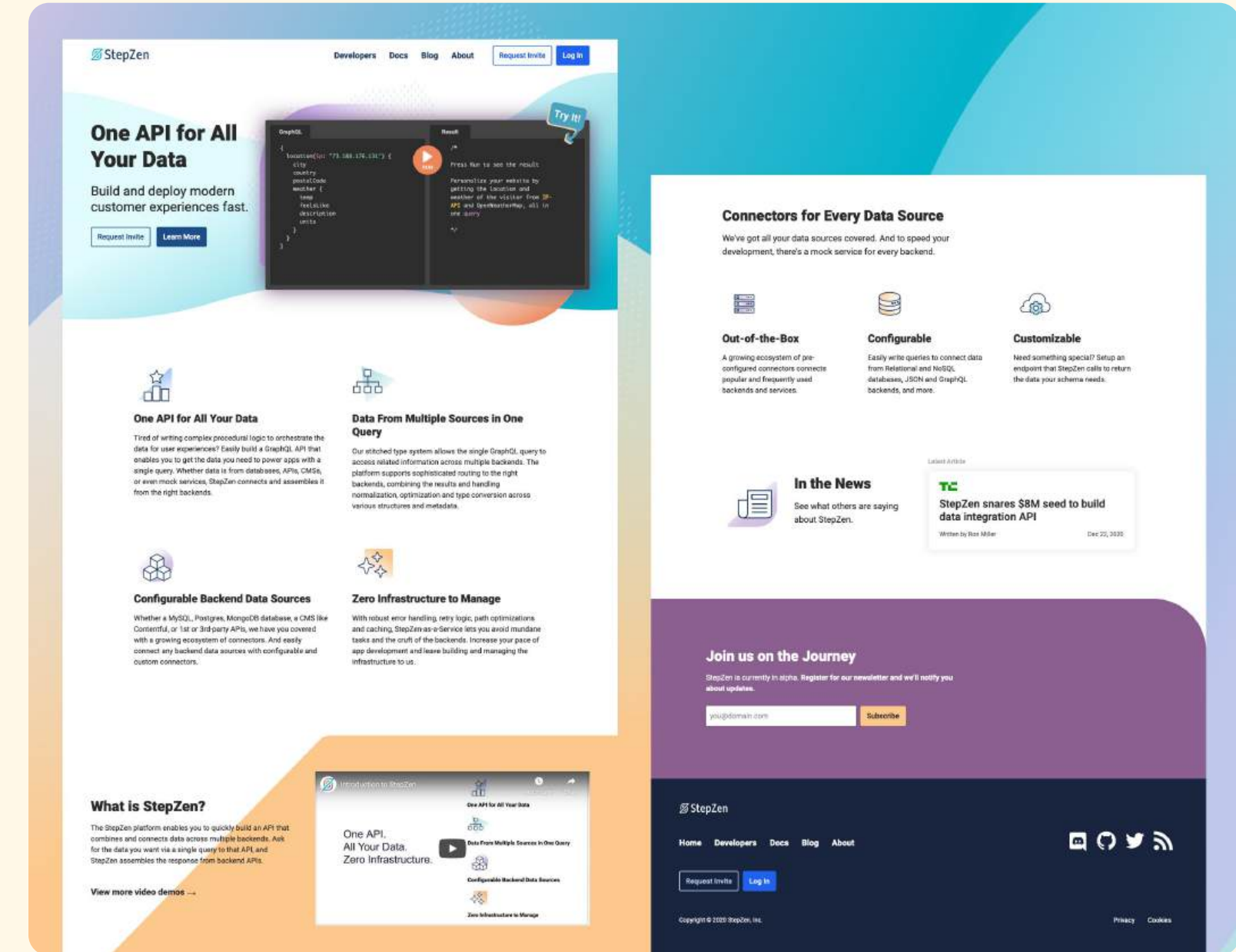
Initial homepage design

BUILD
→ Add more backends
@rest, @dbquery, @graphql connector, hundreds of prebuilt
→ Connect more dots
@materializer
→ Build with mock data
@mock & @mockfn

DEPLOY
→ CI/CD integration
Code, index.graphql & config.yaml into any CI/CD
→ Jamstack
Deploy APIs to Jamstack sites w/ Netlify build plugin

OPTIMIZE
→ Responsiveness
Auto-Parallelism | @rest(cache...)
→ Database Optimization
Query Rewrite | JSON Optimizations
→ Exception Handling
Consistent error msg | alternative paths

AS A SERVICE
→ Availability
> 99.99% availability on StepZen Cloud
→ Distribution
K8S based global deployment
→ Monitor Backends

PROTECT
→ Protect backend keys
Cryptographically secure key vault
→ AuthN and AuthZ
Rulesets, JWT and Predicates

RUN
→ Scale
Routing, metadata caching, threads
→ Multitenancy
Multi-Org Built-in
→ Debug & Trace
.io key + set_debug on StepZen

Program through this, or add declarative snippets?

Detailed infographic communicating StepZen value

API WORKSHOP SERIES

GRAPHQL ARCHITECTURE MASTER CLASS

Pro Tips for Architecting a Data Access Layer with GraphQL

EPISODE #1: SEPT 28
10AM PT | 1PM ET | 7PM CET

Anant Jhingran & Carlos Eberhardt

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.
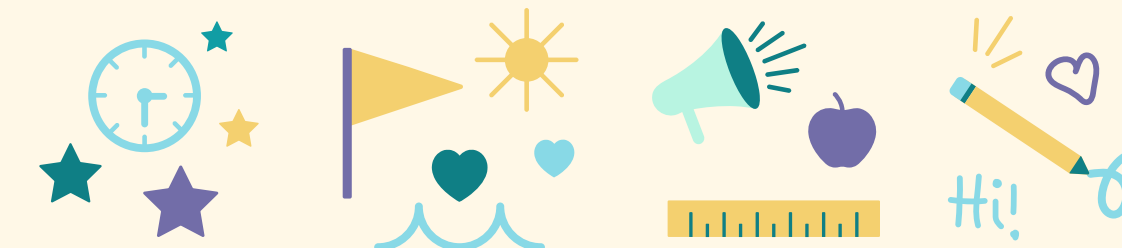
Original logo—no vector version for org to use
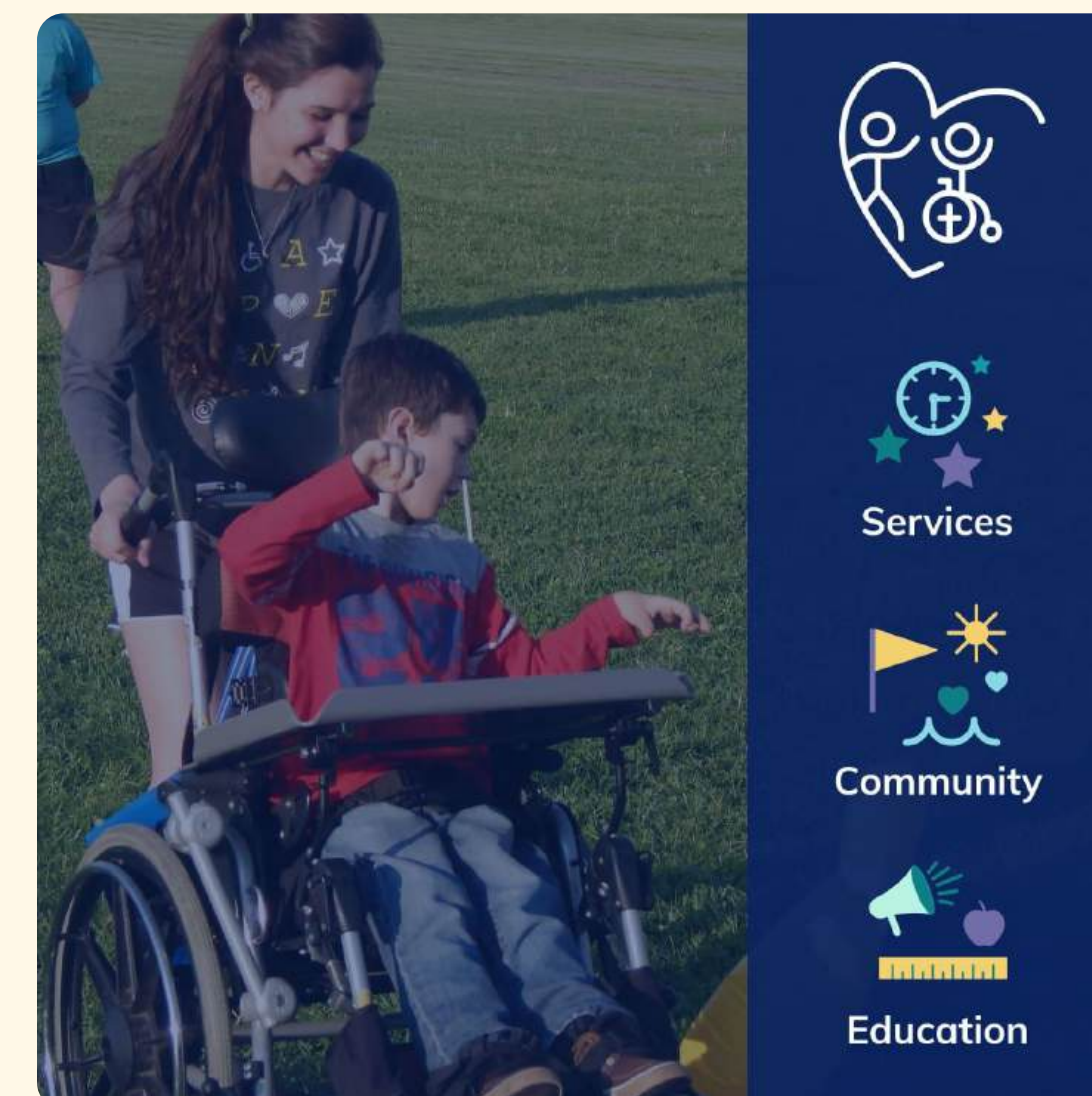
Original after school logo

Updated logo

Updated after school logo

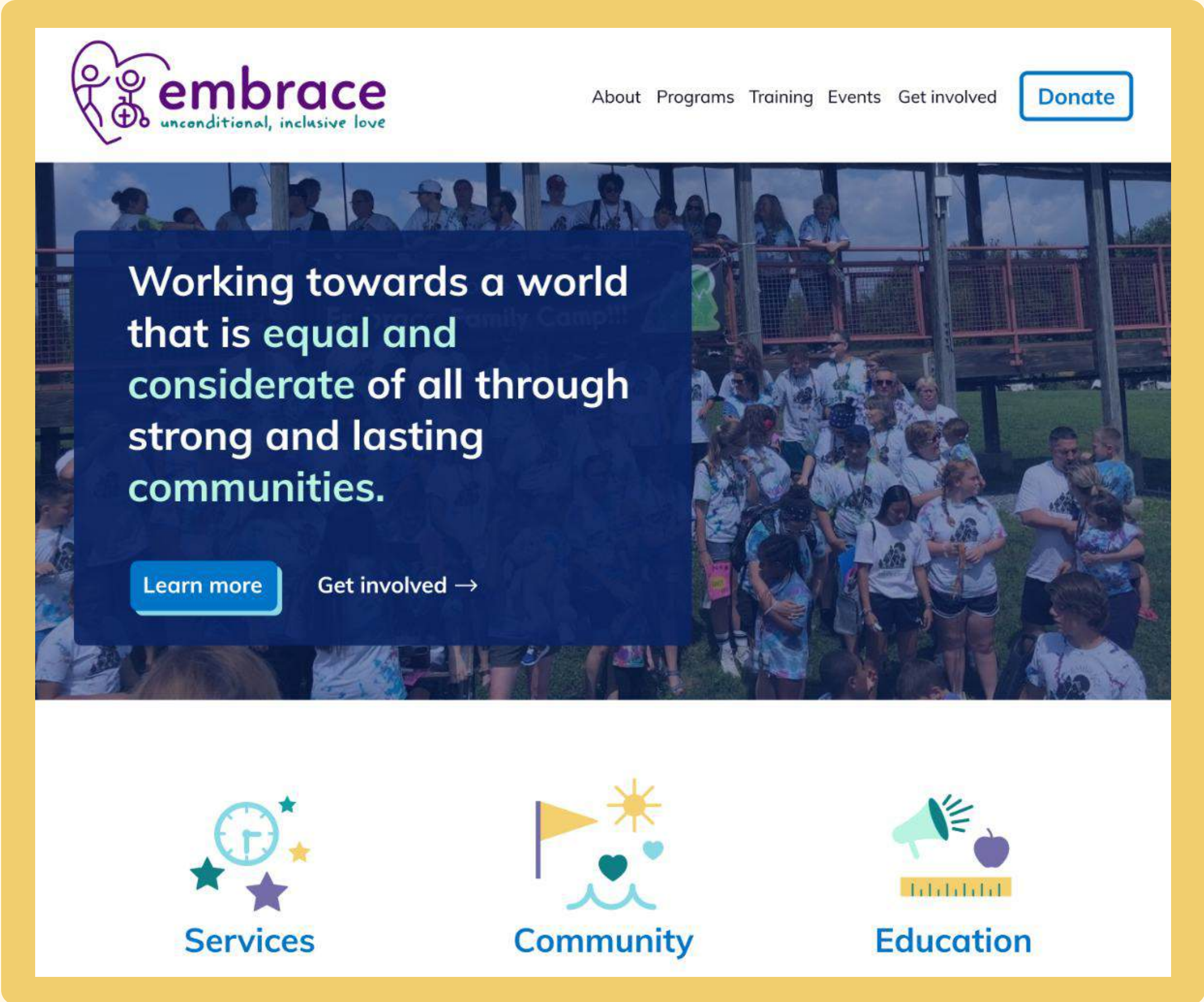Fun, cheerful program–based iconography

Promotional social share graphics

Social graphic template
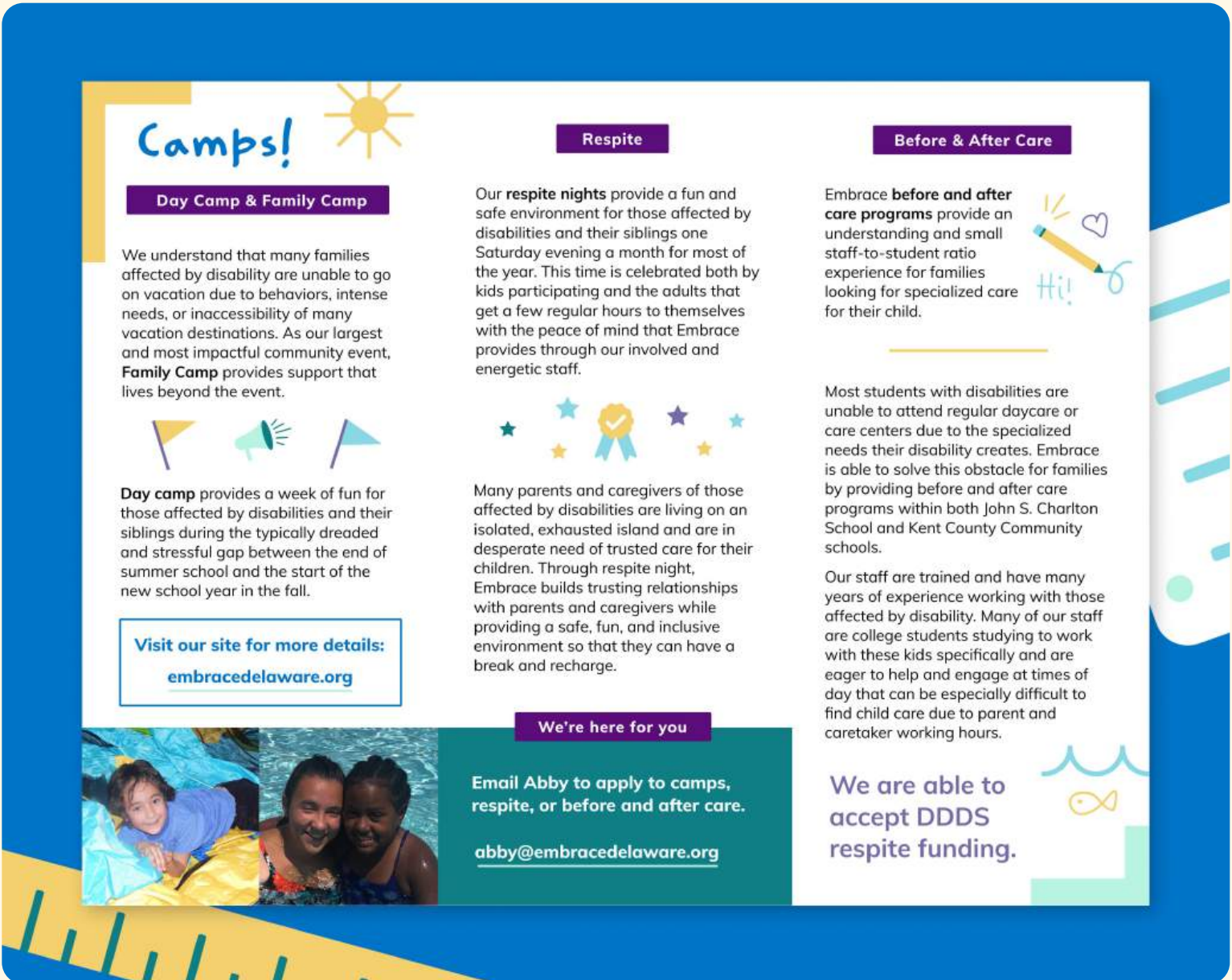
PROJECT:
Embrace

Continued

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

Community:

Wiggle Work

View on web ↗

PROBLEM

Working remotely, while it has countless benefits, can also be incredibly isolating and lonely. Many companies have not quite figured out how to foster a healthy remote work culture and tech is a space with a large percentage of folks that are independent contractors. Additionally, traditional networking can be quite intolerable and disingenuous—it doesn't have to be this way.

SOLUTION

Wiggle Work is a Discord community that provides a warm, welcoming, and worthwhile space for us folks working remotely that I started in 2023. While the tone is casual and about friendships and fun first, it's also proven to be an exceptional place to get advice from peers, grow your professional network, and celebrate your latest wins.

We have weekly video calls, active channels about distractions, work, learning, and snacks. We love snail mail and have special events—it's the essential water cooler bonding we would otherwise miss out on. All of our events and processes have been deliberately crafted to foster an environment that is empathetic, open-minded, enjoyable, down-to-earth, and respectful. It's my favorite place to spend my work week and I'm so grateful to the individuals who have helped make it such an important and impactful community.
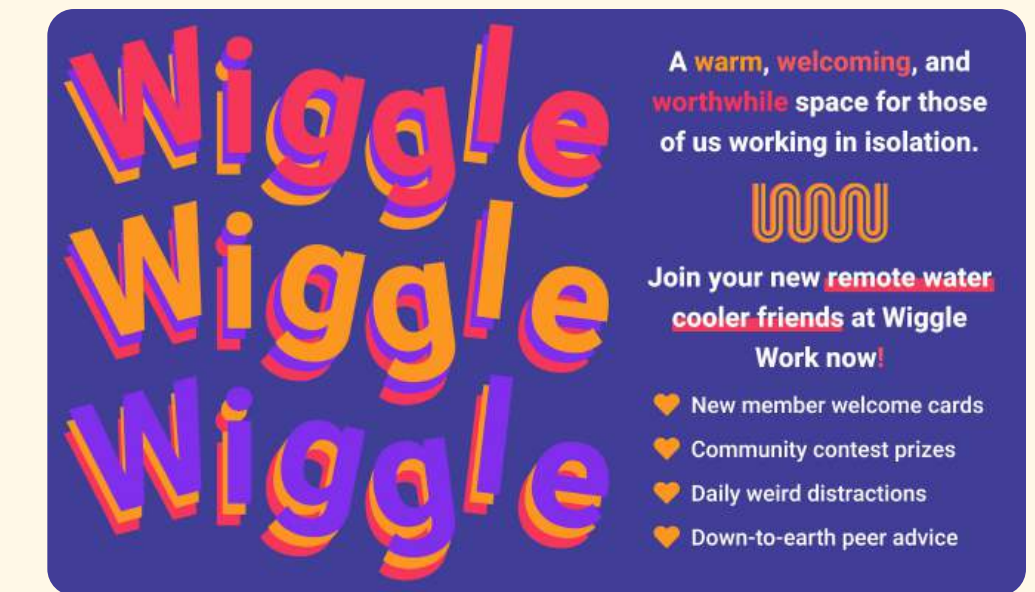

Logo and color palette
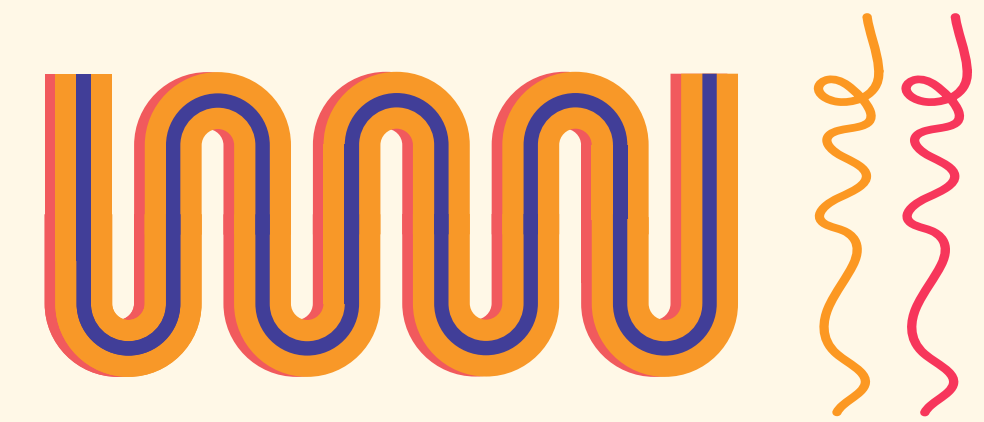
branded wiggles
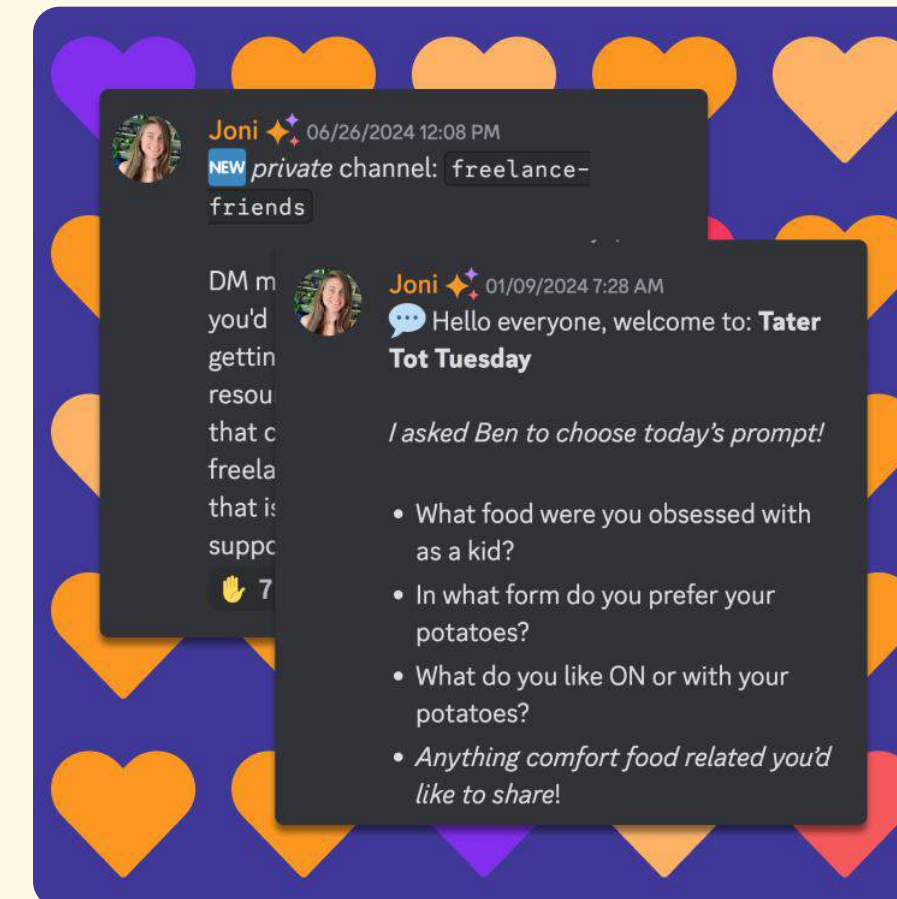
Channel Ponder Prompt preview

General community promo

Look & Learn promo

2023 Halloween candy count

Wiggly stickers

Meme contest promo

Shirt design

Book club promo

Community:
ELA Conf

PROBLEM

As a front-end developer at the time, it was clear that there was a severe lack of diversity within tech leadership roles. In addition to being isolating, this meant that women were not part of the big decisions being made, were not occupying higher paying positions, and were overall continuing to get discouraged from staying in their existing roles or choosing tech and development as a career path at all.

SOLUTION

I started ELA Conf with a friend in Philadelphia that was involved with Girl Develop It. We envisioned a space for marginalized individuals to learn from one another, grow with one another, and gather the tools necessary to become strong, connected leaders. Over three successful years, we recruited additional essential and talented organizers and ran a success event and online community.

ELA Conf filled an existing, enormous gap in tech and tech events. It was affordable, and we provided speaker travel stipends and attendee childcare thanks to our tireless fundraising efforts. We addressed the soft skills that were too often overlooked within teaching content and created a network for members to tap into for advice, help, and employment. Attendees reported finally getting those raises they were after, being promoted to lead roles, and making lifelong friends. I consider ELA Conf to be one of the highlights of my career.

Community logo

Event logo, 2015

Enamel pin design

Speaker lineup

After party group photo

Post cards, event table topics

Top sponsors poster

Prospectus data sharing

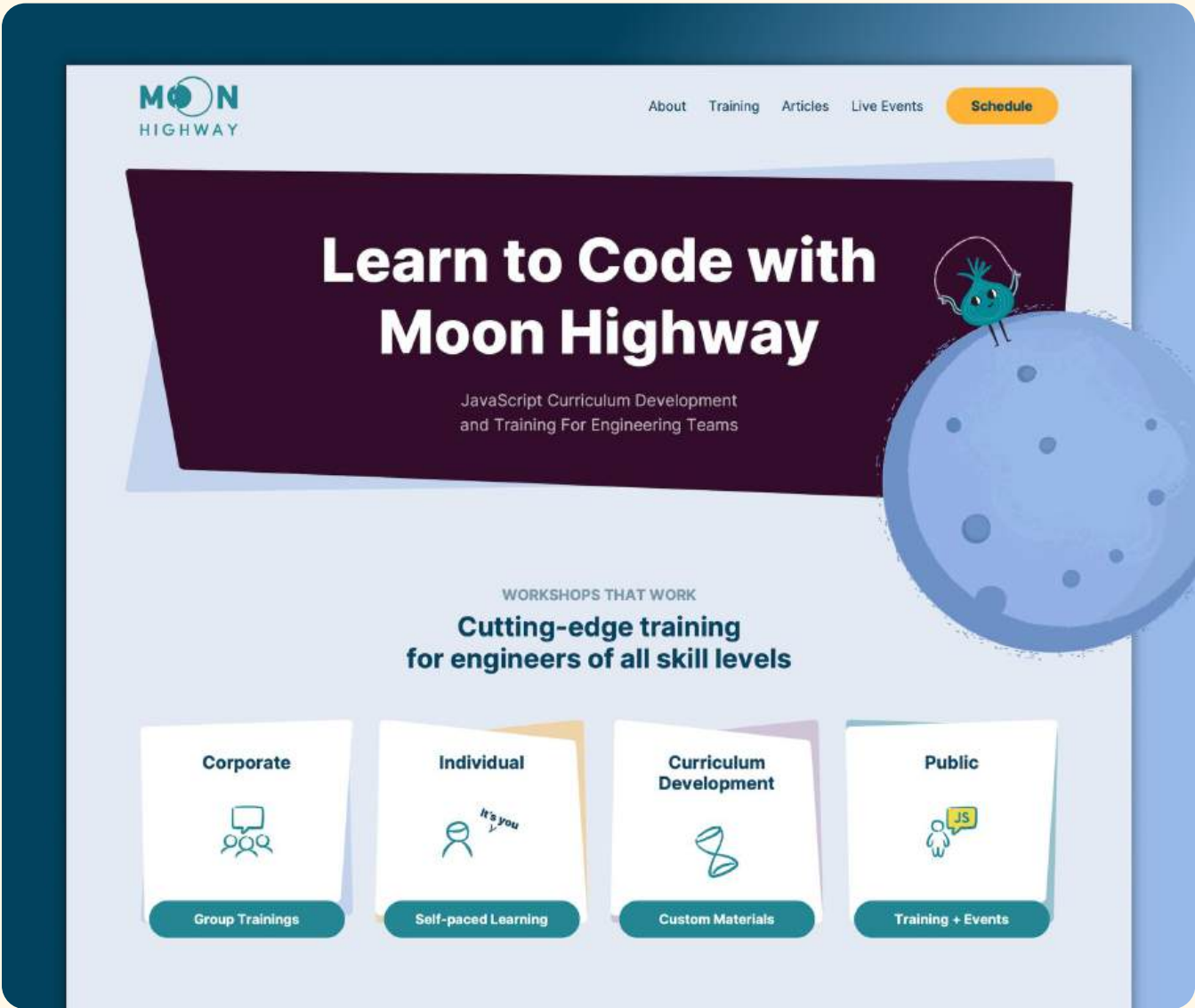Lunch & Learn promo graphic

Panel discussion

Other Work

Moon Highway podcast social graphic

Moon Highway homepage hero design

DjangoGirls+ shirt '24
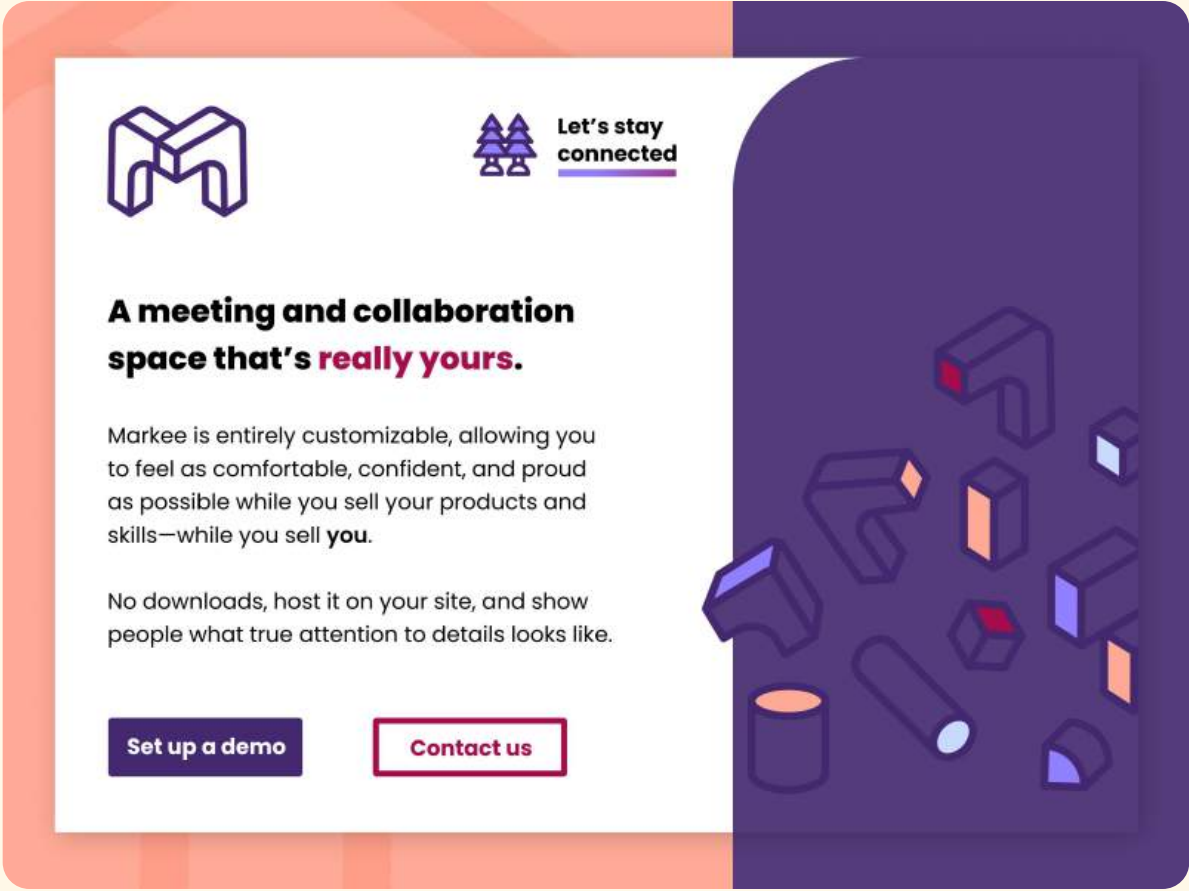

React Conf '18 shirts

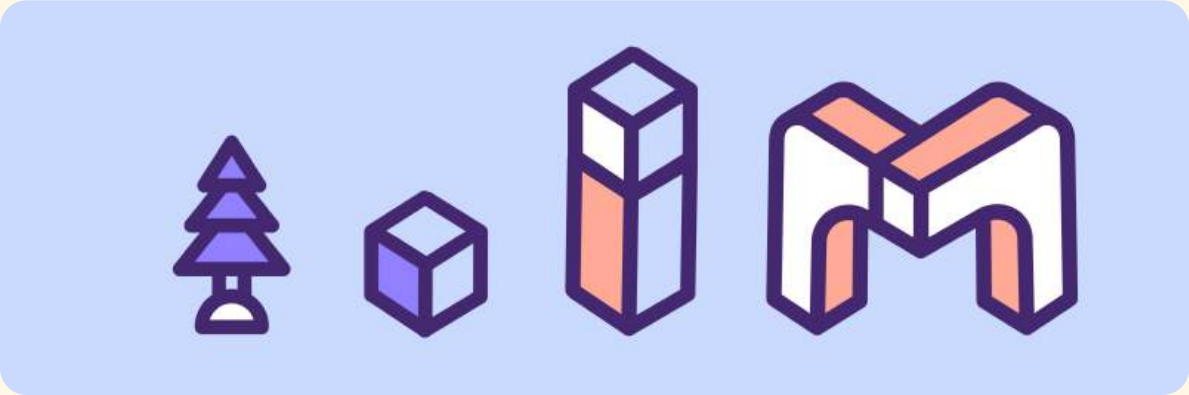Years of sticker designs

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

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mastodon.yupgup.com/@joni

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