



# Hi. My name is Joni Trythall. I'm a design lead, author, and founder that occasionally draws pigs. This is my resume.

## Experience

### Partner, Strategy & Creative Direction at YupGup | Aug '17 - Present

Run client onboarding and discovery process, oversee all print and web design. Manage projects and creative direction while conducting business operational tasks.

### Freelance Web Designer, Teacher | Oct '12 - Aug '17

Contract web design, marketing and graphic design, and front-end work. Curriculum development, teaching, write and publish open source front-end resources.

### Co-founder, Creative Director at Ela | March '15 - March '18

Established a tech leadership conference and community for marginalized genders to help bridge existing diversity gap. Carry out fundraising efforts, content strategy, all web and print design, initiate social media campaigns, foster inclusion, and focus on outreach.

### Designer at Appsembler | Oct '16 - April '17

Front-end designer that worked with Open edX, a free and open source CMS. Collaborated with customer success staff to improve project discovery, management, and hand-off. Provided guidance on design team best practices with an emphasis on transparency.

### Design Lead at Eldarion | March '16 - Sept '16

Contract designer focused on the research, analysis, and implementation necessary to create the right products for clients. Ran UX strategy for discovery phase, conducted remote user interviews, evaluated content, created wireframes and style guides, wrote Sass.

### Head of Design at NowSecure | July '15 - March '16

Product designer turned head of design. Managed company's product-wide style guide, oversaw communication between design and engineering teams, UX lead, designed and built UI, fostered empathy and a healthy remote work culture.

### Designer at Lincoln Loop | July '14 - July '15

Resolved GitHub issues, marketing design initiatives, editor of Loop Letters, connected with open source community through BotBot.me management. Created Flexbox Fridays and wrote one of company's most popular posts: SVG Sprites and Icon Systems Are Super.

## Education

### Chestnut Hill College, Philadelphia PA

Master of Science Human Services Administration

### LeMoyne College, Syracuse NY

Bachelor of Arts History, Minors in Political Science Anthropology

## Portfolio

[jonibologna.work](http://jonibologna.work)