

jp pascarella

PRODUCT & SYSTEMS DESIGNER



Amazon Web Services

Systems Designer • 2024 – 2026

I single-handedly built a new state-of-the-art website design library for AWS.com. The library has a massive reach, providing up to 30,000 inserts per week on over 100 Figma teams, for a website that reaches over 1 million visits daily.

I continued to serve a 2 year contract with AWS as the sole systems designer on the team. I maintained the library through the company's transition into the Aura Design System, perpetually updating it with new designs and improved function.

Working directly under the Sr. Manager of UX, I organized cross-discipline to connect team members in design, development, and page authorship to the library. This role demanded confident communication, executive decision-making, and absolute mastery of Figma's ever-evolving systems features.

Instrument

Senior Designer • 2019 – 2024

At Instrument I worked on both specialized and full-service teams, solving problems on a diverse collection of projects. I played crucial roles in product design, systems design, branding, CMS, web, prototyping, motion, and more.

I had the great pleasure of working with a long list of clients including Shopify Plus, Salesforce, Sonos, Facebook, Twitter, Nike, Marriott, Feeding America, Epic Games, AWS, and Tillamook.

Instrument

Design Intern • 2018

Working on multiple teams at Instrument, I filled the role of a junior interaction designer. I gained experience working on a multidisciplinary team, presenting to clients, and producing excellent work in an agency environment.

Beam Interactive

Design Intern • 2017

Under the mentorship of Beam's design team, I spent this internship honing my skills in wireframing and visual design.

About me

I have 8 years of experience working at agencies and in-house, designing for a diverse collection of brands. I specialize in systems design and other thoughtful, organized design roles.

Accessibility, empathy, and empowerment live at the core of my design approach, and I'm always looking for ways to bring them into every project.

I'm currently looking for remote roles where I can leverage my expertise in product & systems design, and gain experience in leadership & design direction.

I graduated from Rochester Institute of Technology with a BFA in New Media Design.

Skills

Figma
Principle
Sketch
Glyphs
Adobe CC
HTML & CSS

Systems design
Visual design
User experience design
Cross-discipline communication
Motion & prototyping
Type design

Contact me

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