

john pascarella



PRODUCT DESIGNER

Freelance work

Senior Systems Designer · 2024 – Present

Currently I am self-employed as a freelance systems designer. I'm working with a large-scale tech client to completely rebuild and document a new design system. This role involves cross-discipline collaboration, deeply comprehensive Figma knowledge, and the ability to mentor the client's team through the library transition.

Instrument

Senior Designer · 2019 – 2024

During my 5 year tenure at Instrument, I worked on specialized and full-service teams solving problems for a diverse group of clients. I've played crucial roles on projects across the spectrum — including product design, systems design, web, prototyping, VQA, and more. I've had the great pleasure of working with clients such as Shopify Plus, Salesforce, Sonos, Marriott, Twitter, Nike, Feeding America, and a few others I can't disclose. ;)

Instrument

Design Intern · 2018

Working on multiple teams at Instrument, I filled the role of a junior interaction designer. During this internship, I learned how to work on a multidisciplinary team, present to clients, and produce excellent work in an agency environment.

Beam Interactive

Design Intern · 2017


Under the mentorship of Beam's design team, I spent the summer honing my skills in wireframing and visual design — all while learning the ropes of my first true job in the design industry.

About me


I'm a designer with a deep love for the creative process. I'm a tidy worker who can't resist a good component library, and I'm a tireless advocate for the importance of interactive prototypes. Accessibility, empathy, and empowerment live at the core of my design approach, and I'm always looking for new ways to bring them into every project. I graduated from Rochester Institute of Technology with a BFA in New Media Design.

I'm good at:

- Figma
- Principle
- Sketch
- Glyphs
- Adobe CC
- HTML & CSS
- Visual Design
- Systems Design
- Motion & Prototypes
- Typeface Design
- Listening
- Learning

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