

# 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. My work on this library had a massive reach, providing up to 30,000 inserts per week for over 100 teams. I served a 2 year contract with AWS as the sole system designer on the website design team, maintaining this library through the company's transition into the Aura Design System.

For this work, I leveraged my expertise of Figma's ever-evolving systems features, as well as my experience collaborating cross-discipline with designers, strategists, and engineers.

### 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 Salesforce, Shopify Plus, Facebook, Twitter, Nike, Sonos, 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'm a designer with a deep love for the creative process. 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 new ways to bring them into every project.

I'm looking to find a long term position in-house as a systems designer or design director.

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  
Motion & prototyping  
Type design  
Listening + learning + acting

### Contact me

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