

Jason Pamental

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Seasoned Design & Typographic Systems leader with over 20 years' experience in digital products. Author & international speaker on web typography, responsive design & process. 2019 inductee in the Rhode Island Design Hall of Fame. Walker of collies (<https://instagram.com/jpamental>)

WORK EXPERIENCE

Design Systems & Typographic Consultant—Rumford, RI

2018–Present

Principal Design Strategist & Platform Architect, State of Rhode Island (2020–present)

- Defined strategy and implementation plan for a new web platform for RI State Agency websites. Responsibilities included defining platform scope, hiring the development team, ensuring buy-in from State and agency executive leadership, and providing documentation of launch successes (15 sites live on the platform since launch in December, 2020)
- Responsible for defining platform 'product roadmap' (just finished our first feature refresh in June 2021)
- Lead creation of Quahog, a new design system for the State of Rhode Island. Based in PatternLab and maintained as a separate product repository, it's in use with the new web platform (15+ sites and counting) and at least two additional applications already in development
- Designed and implemented support for light/dark mode (with customized typography for each) and new font size and spacing controls system-wide for better UX and Accessibility (part of the goal of exceeding WCAG 2.1 AA compliance)

Design System Consultant, State of Georgia (2018–2020)

- Created cohesive design system with multiple color palette theme options for the Digital Services Georgia web platform (hosting 80+ agency sites and serving millions of citizens daily) from a collection of disparate design comps. Coordinated with development team and in-house designer on implementation and post-launch design audits
- Designed dynamic typographic system with variable fonts for the platform (including coded prototype of comprehensive responsive typographic system)

Principal Design Strategist, Adapt US (2020–present)

- Lead design and content strategy consulting for clients including Workhuman, Enterprise DB
- Consolidated information architecture on 14+ websites into one for Cummings School of Veterinary Medicine at Tufts, including ensuring buy-in from school leadership and key content area experts

International expert in variable fonts and web typography

- Invited Expert to the W3C Web Fonts Working Group, contributing to the development of a new specification for web font downloading and management
- Consultant & contributor on Variable Font & web typography demos and promotional sites for Adobe, Google, Monotype, Microsoft, and Type Network
- Workshops and talks for teams at Adobe, Amazon/Audible, Condé Nast, Fidelity, GoDaddy, RedSpace, Wall Street Journal

Author, Speaker—Rumford, RI

2010–Present

- Frequent speaker and workshop leader, having presented at over 100 national and international events, including An Event Apart, FITC, HOW, TYPO events, DrupalCons, and ATypI (see <http://rwt.io/events>)
- Responsive Typography: Using Type Well on the Web, O'Reilly, 2014 (book)
- Published both online and in print: 2020 Web Almanac (co-author of Fonts chapter), TYPE Magazine #3, PRINT Magazine, .Net Magazine (article and featured bio), Communication Arts, Typecast.com and Fonts.com blogs

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Senior Director of Design & Technical Strategy, Isovera–Waltham, MA 2016–2018

- Managed design & development team, hiring, mentorship, modernizing workflow and process, developing design-system based approach with a heavy emphasis on early content model prototyping & design systems
- Lead client discovery workshops and strategy engagements
- Lead design system implementation for clients such as National Information Standards Organization, Boston Dynamics, and WordStream (used in both their marketing site and SAAS product)

Director of Design & Product Experience, Fresh Tilled Soil–Watertown, MA 2015–2016

- Provide guidance and mentorship to the UX & UI designers, focusing on modernizing workflow, increasing client engagement, & integrating leaner design techniques with greater emphasis on prototyping and working within 'living systems'
- Lead client discovery workshops
- Designed & developed a web-based Persona management tool used to work collaboratively with clients on creation and ongoing use of Personas for project and ongoing product team usage

Principal, Co-founder, H+W Design–Rumford, RI 2013–2015

- Providing strategy, design and development services for a variety of corporate and educational clients
- Selected as Keynote speaker at Yale's 'YaleSites' DrupalCamp & H+W named an official vendor partner in the YaleSites program
- Selected as Keynote speaker at HighEd Web New England event (2014)

Platform Architect, Schoolyard–Providence, RI 2010–2012

- Designed and developed comprehensive Drupal-based platform for K-12 schools
- Work with new client schools to help determine opportunities for innovation & integration
- Develop and lead design & technology team
- Conduct ongoing R&D efforts to continue platform development (such as moving all projects to HTML5 & Responsive Design in 2011)

Director of Interactive Services, (add)ventures–Providence, RI 2007–2009

- Increased revenue nearly 300% for interactive projects year-to-year
- Lead client interaction during sales process, needs-assessment and solution development
- Clients: CVS Caremark, Johnson & Wales University, Marriott & Renaissance Hotels

INDUSTRY/RELATED

Board member, Association Typographique Internationale (ATypI) 2018–Present
Member, InVision Design Leadership Forum 2018–Present
Council Member, Rhode Island State Council on the Arts 2013–Present
Judge, Aquent/Vitamin T Designing for Good 2016–2019
Board Member, Rhode Island AIGA Chapter 2011–2014

EDUCATION

BFA Program in Studio Art, concentrating in Graphic Design (minor in Printmaking)
Rhode Island College