

CAROLINE VASTA

HEAD OF UX DESIGN

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PROFESSIONAL SNAPSHOT

With over 8 years of experience as both a Head of Department and as a Senior UX/UI Designer, I confidently deliver digital products that balance user delight with commercial impact. I have launched multiple Design Systems keeping multi-product environments consistent and efficient, redesigned platforms used by millions and launched AI-powered features that simplified complex workflows. I believe collaboration is key to building successful, efficient teams, which is why I consistently work closely with Product Managers, Engineers and Data systems, and key stakeholders to turn insights into intuitive experiences that drive engagement, loyalty, and growth.

Alongside hands-on design, I have led and mentored designers, guided cross-functional teams, and set design standards that ensure accessibility, scalability, and consistency across products. What drives me is shaping systems that feel seamless, human, and memorable, while aligning with business goals and delivering measurable results.

EXPERIENCE

IDEAGEN COMPLISPACE

Jan 2022 — Current

Head of UX Design
Manager of Digital Product Data Analytics
Senior UX & UI Designer

BREVILLE PTY LTD

Jan 2017 — Jan 2022

Lead UX/UI Designer
Rapid Innovation Team

UNIVERSITY OF TECHNOLOGY, SYDNEY

2018

UX Design course developer, lecturer and tutor
Masters of UX Design Workshop Coordinator

VALENTINA JEWELLERY DESIGNS

2012 — Current

Founder of handmade jewellery line

PAPERMOOSE COLLECTIVE

2014

Digital Design Consultant

CLINICAL SUPERVISION SERVICES

2014 — 2017

Web design and management
Administrative assistant

MUSIC TUTOR

2011 — 2017

Trumpet and piano mentor

EDUCATION

MNU MAC-NUTRITION UNI

Level 5 Diploma in Advanced Nutrition Science

2023

SYDNEY UNIVERSITY

Web Development Course — Essentials in JavaScript, HTML and CSS coding

2017

GENERAL ASSEMBLY

User Experience Design Bootcamp

2017

UNIVERSITY OF TECHNOLOGY, SYDNEY

Honours in Integrated Product Design — First Class
Bachelor of Integrated Product Design — HD average
Sustainable Design studies — Scandinavia 2015

2013 — 2016

CHELTENHAM GIRLS HIGH SCHOOL

School Prefect & Stannard Award in Art and Music 2012

2007 — 2012

SKILLS

DESIGN & DELIVERY

Vibe Coding
Rapid Prototyping
User Research
Design Systems

Usability Testing
Project Coordination
Data Analysis
Visual Content Creation

TOOLS

Figma
Adobe Creative Suite
Optimal Workshop
Overflow

Miro
Dovetail
Asana
Final Cut Pro