

CAROLINE VASTA

HEAD OF UX DESIGN

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PROFESSIONAL SNAPSHOT

With over 8 years of experience as a Senior UX/UI Designer and Head of Department, I combine strategic thinking with hands-on design expertise to deliver intuitive digital products, measurable business outcomes and efficient cross-functional workflows. 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

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

- Established and embedded the UX strategy and research across Product and Development teams
- Launched AI-powered feature simplifying complex workflows, cutting task to completion time and optimising onboarding workflows.
- Developed and scaled Design Systems across a suite of digital products significantly reducing design to development handoff time and ensuring consistency.
- Managed product analytics and feedback function, using data insights to shape roadmaps.

Jan 2022 — Current

BREVILLE PTY LTD

Lead UX/UI Designer
Rapid Innovation Prototype Designer

- Led UX/UI Design across mobile apps, web as well as embedded digital product interfaces.
- Led international UX research, conducting in-person studies across the US to ensure user-centred product strategy.
- Lead UX/UI Designer redesigning global recipe subscription platform with 2M+ subscribers.

2017 — Jan 2022

UNIVERSITY OF TECHNOLOGY, SYDNEY

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

- Developed University-level UX education, translating industry methodologies into practical learning experiences.
- Led tutorials and mentored emerging designers in UX industry processes, user research, design thinking and product development.
- Coordinated postgraduate UX workshops, facilitating collaborative learning and industry-relevant skill development.

2018

VALENTINA JEWELLERY DESIGNS

Founder handmade jewellery line

- Founded an independent jewellery brand, leading product development, brand strategy and customer experience.
- Managed the full product lifecycle, from concept and sourcing to production and sales.
- Leveraged customer feedback and market insights to inform product and business strategy.

2012 - 2020

PAPERMOOSE COLLECTIVE

Digital Design Consultant

- Delivered digital designs, marketing campaigns and pitch materials aligned with client objectives and brand strategy.
- Collaborated with stakeholders to translate business requirements into creative, customer-focused experiences.

2012 - 2020

CLINICAL SUPERVISION SERVICES

Web Design & Management
Administrative Assistant

- Managed website design and digital operations, enhancing usability and customer experience.
- Optimised and managed the client / student portal platform, improving accessibility and user experience.
- Streamlined administrative processes, digital content and operational workflows to improve efficiency.

2014 - 2017

EDUCATION

UDACITY

Nanodegree in Product Mangement

2026

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

SKILLS

DESIGN & DELIVERY

Vibe Coding
Product Management
Data Analysis
Design Systems

Rapid Prototyping
User Research
Usability Testing
Visual Content Creation

TOOLS

Figma
Adobe Creative Suite
Claude Code
Codex

Miro
Dovetail
Asana
Final Cut Pro