

# Justine Carter

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## Head of Design | UX & Digital Experience Leadership

Senior design leader with 15+ years' experience leading digital design across agency environments, partnering closely with internal teams and senior stakeholders to deliver user-centred digital experiences that support commercial outcomes.

Known for building calm, scalable design systems, elevating design maturity, and balancing strategic direction with pragmatic delivery. Experienced leading distributed teams and operating effectively in remote and hybrid settings.

### CORE STRENGTHS

- Design leadership & team development
- UX strategy & customer-centred design
- Digital experience & platform design
- Stakeholder & executive collaboration
- Design systems & standards
- Accessibility & usability best practice
- Discovery, research & insight synthesis
- Delivery oversight & quality assurance

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## PROFESSIONAL EXPERIENCE

### Head of Design - Web Force 5

July 2022 – Present

Lead the design function for a multi-disciplinary digital agency delivering websites and digital platforms for SMEs, large corporates, and recognised Australian brands. Responsible for setting design standards, guiding UX direction, and overseeing quality across all client work.

- Lead and mentor designers across UX, UI, and visual design disciplines
- Set design standards, processes, and best-practice frameworks
- Partner with development, strategy, and account teams to ensure cohesive delivery
- Provide senior-level UX and design guidance on complex projects
- Act as a trusted advisor to clients on user experience and digital direction

## Founder & Head of Design - We Are Web Design

September 2013 – July 2022

Founded and led a boutique digital design practice delivering UX-led websites and digital platforms for startups and SMEs. Operated as design lead and principal advisor, overseeing strategy, delivery, and quality while partnering closely with client leadership teams.

- Led UX, UI, and visual design across a wide range of digital projects
- Managed client relationships, scope, and expectations
- Built and maintained design standards and workflows
- Delivered scalable, user-focused websites aligned to business goals
- Balanced creative direction with commercial realities

## SELECTED PROJECT EXPERIENCE

**Toby's Estate:** Led the UX and UI redesign during re-platforming to Shopify, improving navigation clarity, product discovery, and conversion pathways while maintaining brand integrity.

**Vorgee:** Directed UX and interface design as part of a Shopify re-platform, focusing on simplifying user journeys, improving mobile usability, and supporting ecommerce growth.

**Maticevski:** Delivered high-fidelity UX and UI design for the migration from Magento to Adobe Commerce, aligning refined brand expression with a more intuitive, performance-led user experience.

**Bob Jane T-Marts:** Oversaw UX improvements and interface design for a large-scale Shopify re-platform, addressing complex product structures and customer flows. Live site updates forthcoming.

**Frank Green:** Led end-to-end user journey and UI design for the launch of the Frank Green pet range, integrating seamlessly into the existing digital ecosystem while ensuring a cohesive, on-brand experience.

## TOOLS & PLATFORMS

Figma · Adobe Creative Suite · Jira · Asana · Miro · Google Analytics · BigCommerce · Shopify · Adobe Commerce · WordPress · AI-assisted design & research workflows

## EDUCATION & CERTIFICATIONS

- Bachelor of Graphic Design - RMIT University
- UX Design Certificate - Google
- Web Design Certificate - Udemy
- Certificate IV in Business Administration & Management - Holmesglen