



Paolo Sta. Barbara is a **Digital Designer** and **Instructor** with a passion for world class design thinking and innovative product design.

 Sydney, Australia

> Profile

- Keen interest in UI and UX design and development, particularly mobile interface design and UI/UX animation and motion.
- Extensive knowledge of Web technologies, trends, techniques and approaches including HTML, CSS, JS.
- Excellent communication skills with extensive design studio experience in mentorship and leadership.
- Maintain a proactive and positive outlook on project deadlines, ensuring that work is completed and to the highest quality.

▾ Current Position

Senior Experience Designer

[WiTH Collective \(2016 - Current\)](#)

Senior Experience Designer of WiTH's digital product offering, leading the UX and Visual Design of various platforms and products for a range of blue chip and government clients..

Responsibilities include:

- Championing design thinking across projects and teams to ensure world class creative and strategic thinking for our clients.
- Providing design consultations and solutions to senior stakeholders internally and externally, managing expectations, and ensuring that projects are properly delivered on time and budget.
- Managing and mentoring a team of designers in large and small projects, providing guidance on project scoping, resource management, and setting KPIs to ensure optimum career growth.

Instructor

[General Assembly \(2013 - Current\)](#)

Instructor for the Visual Design course and various workshops/classes involving digital design at General Assembly.

▾ Previous Experience

2014 - 2016	Senior Digital Designer M&C Saatchi
2012 - 2014	Digital Designer + Art Director Drifter
2011 - 2012	Digital Designer Soap Creative
2010 - 2011	Junior Digital Designer Endorphin Interactive
2007 - 2010	Digital Designer and Developer Rdy Creative

▾ Details

Paolo Sta. Barbara

paolo@hellofever.com

+61 402 215 972

hellofever.com

▾ Education

Bachelor of Digital Media

[College of Fine Arts UNSW](#)
(2007 - 2010)

Art Director Principles

[AdSchool \(2013 - 2013\)](#)

▾ References

Available on request