



hello

Melbourne, Victoria

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EDUCATION

BACHELOR OF HISTORY
Chinese Culture University, Taiwan
2011-2015

INDUSTRIAL DESIGN
IDesignMate, Taiwan
2012-2013

HUMAN-CENTRED DESIGN
IDEO.org
2019-2020

THE WEB DEVELOPER BOOTCAMP
Udemy
2019-2020



CAREER SUMMARY

DIGITAL DESIGN INTERN
GAT Technologies '20 to Present

UX / WEB DESIGNER
Freelancer '19 to '20

WEB DESIGNER
Austate Solar Pty Ltd '18 to '19

SERVICE DESIGNER
Journey Café '17

ROLCHATAO

UX/UI DESIGNER

ABOUT ME

I am a passionate and highly motivated UX/UI and Visual Designer with experience in web, mobile and B2B/C eCommerce, gained over the past 3 years in Taiwan and more recently Australia.

With a solid foundation in graphic design and marketing, my strength lies in applying user-centred principles, solving problems, and designing high-quality digital products with long-lasting commercial value.

I also have demonstrable experience of successfully working with internal and external clients to produce results that meet and exceed business expectations.

KEY CAREER ACHIEVEMENTS

- As a digital intern I was responsible for 8 different product lines, across 12 industries and impacting 18 brands.
- Successfully redesigned a local Australian business; Green Tea Yarn's eCommerce website, increasing the monthly sell-through rate by 100%. This was achieved by conducting detailed UX research, leveraging best practice design principals, and significantly improving the CMS SEO keywords. This also resulted in decreasing the bounce-rate from 70% down to 30%.
- Created a seamless and much improved UX for a local AR/VR educational service website, which helped reduce the bounce rate by 30% and reduced spam emails by 90%.

SKILLS

Interaction

User research | User flows | Wireframes | Mockups | Motion Designs
Prototypes

UX Methodolgy

Persona | Storyboarding | Affinity diagram | Survey | Usability testing
Heuristic evaluation | Contextual inquiry

Programming

HTML | CSS | Basic Jquery



SOFTWARE

SKETCH

PHOTOSHOP

ILLUSTRATOR

XD

INDESIGN

FIGMA

AFTER EFFECTS



PERSONAL SKILLS

ORGANIZATION

CREATIVITY

TIME MANAGEMENT

COLLABORATION

COMMUNICATION



PORTFOLIO

rolchatao.com



Linkedin.com/in/rolcha-[tao](#)

WORK EXPERIENCE

AUGUST
2020
SEPTEMBER
2020

DIGITAL DESIGN INTERN GAT TECHNOLOGIES

I worked as a Digital / UX Designer, assisting the company to redesign its corporate website and branding. Used heuristic analysis, researched, and identified problems. This involved stakeholder engagement, conducting competitor research, creating wireframes using sketch and improving the visual design. I worked very closely with the CEO of the company to ensure the business objectives were met and expectations were exceeded.

- Created a responsive website within a month generating over 200 hits.
- Managed and sorted 8 product lines across 12 industries and 18 brands successfully.

JULY
2019
JULY
2020

UX / WEB DESIGNER | FREELANCER

Designed, developed, and launched websites for several start-up, optimizing their website to match business needs. Worked consultatively, ensuring a high level of client satisfaction.

- Interface Design: Responsive, Mobile-first, custom interface design by using and design thinking process.
- User Experience Design: Bespoke and intentional information architecture, wireframing, prototyping, and user pathway planning.
- Developed working HTML prototypes, following coding standards and brand guidelines.

DECEMBER
2018
FEBRUARY
2019

WEB DESIGNER | AUSTATE SOLAR PTY LTD

Launched a website, by designing wireframes, sitemaps, concept sketching, with a focus on visual design.

- Bilingual website (English/Chinese), created a design style to fit both Chinese and Western client's needs.
- Improved website speed by 2 seconds by optimizing image sizes and removing unused CSS.

JULY
2017
SEPTEMBER
2017

SERVICE DESIGNER | JOURNEY CAFE

Journey cafe is a transform startup in Taiwan, their short term goal was to turn their cafe to a co-working space for people who share the same hobbies, they hired me to optimize their service experience. We launched a Gamification booklet, which combines gamification strategy and the use of a mission booklet campaign to help the company find its Target Audience.

- As a service designer, I created guideline/icons design to increase 155% utilizing the rate of recycling facilities & change client's recycle behaviour.

REFERENCES - AVAILABLE ON REQUEST