



hello

Melbourne, Victoria

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CAREER SUMMARY

UX/UI DIGITAL DESIGNER
Target Australia '20 to Present

DIGITAL DESIGN INTERN
GAT Technologies '20

UX / WEB DESIGNER
Freelancer '18 to '20

SERVICE DESIGNER
Journey Café '17



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

ROLCHATAO

UX/UI DESIGNER

ABOUT ME

I am a passionate and highly motivated UX/UI Designer with experience in web, mobile, APP and E-commerce, gained over the past 3 years in Taiwan and more recently Australia.

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

I also have demonstrable experience of successfully working with developers and stakeholders to produce results that meet and exceed business expectations.

KEY CAREER ACHIEVEMENTS

- Lead an end-to-end checkout enhancement project which improved user experience and updated the format to align with the current style guide for Target Australia, successfully coordinated 'Click Frenzy' Campaign in July '21, which resulted in \$4.7m worth of sales over 3 days, increasing the YoY sell-through rate by 71%.
- 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 SEO keywords. This also resulted in decreasing the bounce-rate from 70% down to 30%.

SKILLS

UX Skills

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

UX Methodolgy

Persona | User Testing | Affinity diagram | Survey | Usability testing
Heuristic evaluation | Contextual inquiry

Programming

HTML | CSS | Basic JQuery



SOFTWARE

FIGMA

SKETCH

ILLUSTRATOR

PHOTOSHOP

INDESIGN

PRINCIPLE

AFTER EFFECTS



PERSONAL SKILLS

ORGANIZATION

CREATIVITY

TIME MANAGEMENT

COLLABORATION

COMMUNICATION



PORTFOLIO

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Linkedin.com/in/rolcha-tao

WORK EXPERIENCE

DECEMBER 2020
PRESENT
UX/ UI DIGITAL DESIGNER
TARGET AUSTRALIA

I'm working as a UX/UI Designer, assisting the company to redesign the checkout end-to-end experience across both the website and the app. I used heuristic analysis to research and identify problems plaguing the checkout, leading to me being involved in stakeholder engagement, conducting competitor research, creating wireframes using sketch and improving the visual design. I worked very closely with the project manager and developers of the company to ensure the business objectives were met and expectations were exceeded.

AUGUST 2020
DECEMBER 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. 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 2018
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.

- User Experience Design: Bespoke and intentional information architecture, wireframing, prototyping, and user pathway planning.
- Developed working HTML prototypes, following coding standards and brand guidelines.

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