



hello

Melbourne, Victoria

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CAREER SUMMARY

Sr. UI DESIGNER
Telstra 21' to Present

UX DESIGNER
Target Australia '20 to 21'

UX / WEB DESIGNER
Freelancer '18 to '20

SERVICE DESIGNER
Journey Café '17



EDUCATION

THE WEB DEVELOPER BOOTCAMP
Udemy
2019-2020

HUMAN-CENTRED DESIGN
IDEO.org
2019

INDUSTRIAL DESIGN
IDesignMate, Taiwan
2012-2013

BACHELOR OF HISTORY
Chinese Culture University, Taiwan
2011-2015

ROLCHATAO

PRODUCT DESIGNER

ABOUT ME

Hello, I'm Rolcha, a Senior UI designer based out of Melbourne. I am a creative problem solver who is passionate about design and has a strong eye for detail. I'm also very organized and have excellent communication and interpersonal skills.

I started out my career as a UX designer, my strength lies in applying user-centered principles and accessible guideline, solving problems, and designing high-quality digital products with long-lasting commercial value. I've worked across a range of industries including Food service, eCommerce, retailers, Solar energy, and Telecommunications in Taiwan and Australia.

KEY CAREER ACHIEVEMENTS

- **Led an end-to-end checkout enhancement project** which improved user experience and updated the design to align with the current style guide for Target Australia. The main contributor to 'Click Frenzy' Campaign in July '21, which resulted in \$4.6m worth of sales over 3 days, increasing the YoY sell-through rate by 17%
- **Delivered the multi-brand project for Telstra**, we removed sales from the legacy systems, enhanced overall experience for customers taking up JB Hi-fi/ The Good Guys services and enabled the eventual migration of legacy-based service to console, so that we can reach Telstra '22 milestone.
- **Redesigned a local eCommerce**: Green Tea Yarn's eCommerce website, increased the monthly sell-through rate by 120%. The new website was designed with a modern, minimalistic and user-friendly design, providing an easy and interactive experience for customers.

SKILLS

Core Design Skills

User research | Information Architecture | Wireframing | Prototyping | Experience strategy

UX Methodologies

Persona | User Testing | Affinity diagram | Survey | Usability Testing | Scenarios | Heuristic evaluation

Programming

HTML | CSS | Basic React | Basic jQuery



SOFTWARE

FIGMA

SKETCH

ABSTRACT

PRINCIPLE

AFTER EFFECT

AI/PS

MIRO



PERSONAL SKILLS

ORGANIZATION

CREATIVITY

TIME MANAGEMENT

COLLABORATION

COMMUNICATION



PORTFOLIO

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WORK EXPERIENCE

JANUARY
2021
PRESENT

Sr. UI DESIGNER | TELSTRA

I supported the Lead Designer by taking on complex tasks and transforming them into elegant, accessible, hard-working interfaces that millions of people use daily

- Contributed to the experience design within agile projects across the enterprise, optimized highly accessible experiences.
- Played an engaged role with the accessibility and design system community of practice and ensured adherence to global design patterns.

DECEMBER
2020
DECEMBER
2021

Sr. UX DESIGNER | TARGET AUSTRALIA

As a UX designer in Target's digital world. I contributed to the overall design process and oversaw aspects related to product scoping, user flows, wireframes, rapid prototyping, and usability testing.

- Improved checkout end-to-end experience & UI uplift
- Added a new personalized feature to our responsive website & APP
- Worked with A/B testing analysts and dev team to increase reuse and standardization
- Facilitated daily design sprint, design reviews, feature workshop and usability testing with end-users.

DECEMBER
2018
FEBRUARY
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.

JULY
2017
SEPTEMBER
2017

SERVICE DESIGN INTERN | 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 behavior.

REFERENCES - AVAILABLE ON REQUEST