



Melbourne, Victoria
rolchatao@gmail.com
(+61)0473-387-556



CAREER SUMMARY

Sr. UX/UI DESIGNER
Telstra 22' to Present

UX DESIGNER
Target Australia '20 to 21'

UX / WEB DESIGNER
Freelancer '18 to '20

SERVICE DESIGNER
Journey Café '17



EDUCATION

HUMAN-CENTRED DESIGN
IDEO.org
2019

INDUSTRIAL DESIGN
IDesignMate, Taiwan
2012-2013

BACHELOR OF HISTORY
Chinese Culture University, Taiwan
2011-2015



SKILLS

Hi-Fi design, Rapid Prototyping
User Research, Usability Testing
Vibe Coding



PORTFOLIO

rolchatao.com

R O L C H A T A O

S R . P R O D U C T D E S I G N E R

WORK EXPERIENCE

JANUARY
2022
PRESENT

Sr. UX/UI DESIGNER | TELSTRA

Telstra's Prepaid mission covers activation, recharge, and eSIM journeys across mobile and web. I worked across multiple initiatives, including Telstra's first white-label rollout, designing system-driven experiences shaped by technical and regulatory complexity, with a strong focus on scalability, cross-channel consistency, future-proofing, and reusable patterns for national-scale delivery.

Alongside product work, I initiated and built an internal AI-powered Figma plugin to support content workflows under strict security constraints, helping improve collaboration efficiency.

DECEMBER
2020
DECEMBER
2021

UX DESIGNER | TARGET AUSTRALIA

At Target, I worked on the checkout and cart experience within a high-traffic retail environment.

I focused on improving purchase flow clarity by identifying customer friction, shaping user flows, and iterating on hi-fi designs through rapid prototyping, while working closely with PM to scope and prioritise delivery under tight timelines. The work supported over 1 million transactions in the first week after launch.

DECEMBER
2018
FEBRUARY
2020

WEB DESIGNER | FREELANCER

I worked as a freelance product and digital designer, supporting founders and small teams across different industries. My work focused on designing and refining digital products and websites through close collaboration and fast iteration.

This included translating direct feedback into clear design solutions and simplifying product structures and information architecture to improve usability.

JULY
2017
SEPTEMBER
2017

SERVICE DESIGN INTERN | JOURNEY CAFE

Journey Cafe is a startup in Taiwan exploring a co-working space concept. As a Service Design Intern, I worked on customer journey analysis and a mission-based gamification booklet to improve engagement and test the new service direction.

OTHER EXPERIENCE

FIGMA ONLINE COURSE TEACHING ASSISTANT | 2023

Supported a 6-week advanced Figma bootcamp by mentoring 64 students, assisting instructors, and helping run live sessions, with a focus on clear communication and inclusive learning.

<https://academy.aapd.com.tw/courses/ui-bootcamp>