Rolcha Tao Sr. Product Designer

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SUMMARY

Hello, I'm Rolcha, a Senior Product Designer with 6+ years of experience designing high-conversion, customer-facing experiences across web and mobile apps. Specialised in scalable, white-label UI systems and intuitive dashboards, with a strong focus on usability, brand consistency, and business outcomes.

PROFESSIONAL EXPERIENCE

TELSTRA

SR. PRODUCT DESIGNER | Contract

Jan 2022 - Present

Lead end-to-end design for Telstra's Pre-Paid mission, owning activation, recharge, and eSIM journeys across web and app. Design scalable white-label templates that accelerate rollout across partner brands while maintaining consistent, accessible experiences for millions of customers.

- Translate complex system logic, API dependencies, and regulatory constraints into clear, mobile first SIM activation and checkout journeys, balancing usability, compliance, and delivery speed in fast-moving environments.
- Partner closely with Product, Engineering, Identity, and Legal teams to design secure verification and onboarding flows that balance compliance with usability.
- Lead rapid, iterative design exploration to align technical constraints with customer needs in fast moving delivery environments.
- Design scalable white-label checkout templates that reduce design and development duplication by ~30%, meet AAA accessibility standards, and maintain consistent experiences across partner brands.
- Build internal Figma plugins (using Cursor + Claude) to automate content workflows and improve collaboration efficiency for Content Designers and Product teams.

AAPD(AS A PRODUCT DESIGNER)

FIGMA BOOTCAMP – TEACHING ASSISTANT | Contract

Apr 2023 - Aug 2023

Played a senior design leadership role in a 6-week advanced Figma bootcamp in Taiwan following 5 months of curriculum planning and preparation.

- Mentored 60+ designers, providing structured feedback on UI/UX quality, component architecture, design systems, and scalable Figma workflows.
- Helped run live sessions and maintain smooth class operations, fostering an inclusive, supportive learning environment that encouraged student confidence and growth.
- Supported live workshops and critiques, translating complex design concepts into clear, actionable guidance for designers working on real-world digital products.

TARGET AUSTRALIA

SR. UX/UI DESIGNER | Full-Time

Dec 2020 - Dec 2021

Redesigned core eCommerce experiences as part of Target's digital transformation, improving usability, brand clarity, and customer confidence across one of Australia's largest retail platforms.

- Led the redesign of Target's Web, iOS, and Android checkout experience, delivering a frictionless flow that elevated customer confidence and supported strong transaction performance from launch.
- Designed Target's first online personalised pyjamas customisation experience, including colour-accurate real-time embroidery previews to validate market demand.
- Presented in monthly design showcases with the broader team to promote a human-centred design approach.
- Delivered large-scale campaign experiences (Black Friday, Click Frenzy) using CMS, ensuring responsive layout quality and alignment with evolving brand and UX standards.

FREELANCING

UX/UI WEB DESIGNER | CONTRACT

Dec 2018 - Dec 2021

Worked across manufacturing, EdTech, retail, and solar industries to improve website usability, structure, and brand clarity.

- Reorganised complex product lines through user-centred information architecture, improving product discoverability, distributor navigation efficiency, and SEO performance, improvements aligned with business goals.
- Collaborated directly with the CEOs on brand direction and digital strategy.
- Enhanced the WordPress site using HTML/CSS/JS, improving navigation, visual clarity.

SKILLS & EXPERTISE

Product & UX Design: End-to-end product design, user journeys, conversion-focused UX, onboarding & checkout flows

Design Systems: Component libraries, tokens, variants, scalable UI systems, white-label platforms

Tools: Figma (advanced), FigJam, Miro, Google AI Studio, Cursor, Claude

Platforms: Web, iOS, Android, responsive & mobile-first design

Collaboration: Product, Engineering, Legal, Identity, Content, stakeholders

Accessibility: WCAG, AAA compliance, inclusive design practices

Technical: HTML, CSS, basic JavaScript, design-to-handoff best practices

EDUCATION & CERTIFICATIONS

The Web Developer Bootcamp | Udemy

Dec 2019-Feb 2020

Human-Centred Design | IDEO.org

Oct 2019

IDesignmate, Taipei | Industrial Design Bootcamp

Sep 2012 - Jun 2013

Chinese Culture University, Taipei | Bachelor of History

Sep 2011 - Jun 2015

REFERENCE

Rolcha is a highly effective senior designer with a strong ability to navigate complex, multi-scenario product requirements. She consistently collaborates proactively with Product, Engineering, Architecture, and Legal teams to drive clarity, alignment, and high-quality outcomes. Her attention to detail, initiative, and deep understanding of compliant, customer-centred design have made a meaningful impact across large-scale prepaid platforms.

Keyur Joshi - Prepaid Activation development lead at Telstra

Reference detail available upon request