



hello

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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

ROLCHA TAO

UX/UI DESIGNER

ABOUT ME

Rolcha is a passionate and innovative design expert with local and international experience in web, mobile and B2B/C eCommerce, gained over the past 4 years in Taiwan and Australia.

With a solid foundation in industrial design, she's honed during her college, her strength lies in applying user-centred principles, solving problems, and designing high-quality digital products with long-lasting commercial value.

She also has demonstrable experience of successfully working with internal and external 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 design to align with the current style guide for Target Australia. Successfully coordinated '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%
- Helped deliver the multi-brand project for Telstra, 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.
- Successfully redesigned a local Australian business: Green Tea Yarn's eCommerce website, increasing the monthly sell-through rate by 120%. This was achieved by conducting detailed UX research, leveraging best practice design principals, and significantly improving SEO keywords.

SKILLS

Core UX Skills

User research | Information Architecture | Wireframing | Experience strategy

UX Methodologies

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

Programming

HTML | CSS | Basic React | 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

UI DESIGNER | TELSTRA

I transferred my role to UI designer in 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

UX/UI 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 behaviour.

REFERENCES - AVAILABLE ON REQUEST