



hello

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### CAREER SUMMARY

Sr. 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

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

SR. PRODUCT DESIGNER

### ABOUT ME

Hello, I'm Rolcha, a Senior Product Designer with over 5 years of experience in designing for the WEB, native apps, and both B2B/B2C domains. My passion for innovation drives me to constantly seek out new and creative ways to solve complex challenges and create digital solutions that truly matter to users. I've gained valuable experience in user-centric methodologies throughout my career journey, and I'm proud to have a track record of exceeding business expectations through successful collaborations with both internal and external stakeholders.

I'm excited to continue creating impactful designs that make a difference!

### KEY CAREER ACHIEVEMENTS

- **Led an end-to-end checkout experience** by championing the creation of org-wide competition research deck for Target Australia, optimizing user experience, delivering high-fidelity prototypes and updating the design to align with the new brand style. The launch received outstanding public sentiment with over 1M usages and goal completion within a week.
- **Contributed to internal design system for Telstra** by actively advocating for the development of reusable components and initiated discussions with both our development team and our design system team to assess the build timeline and prioritize these components accordingly.
- **Successfully improved sell-through rate for a local Australian business:** Redesigned Green Tea Yarn's eCommerce website, helped it increase 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



## SOFTWARE

FIGMA

SKETCH

ABSTRACT

PRINCIPLE

AFTER EFFECT

JIRA

MIRO



## PERSONAL SKILLS

ORGANIZATION

CREATIVITY

TIME MANAGEMENT

COLLABORATION

COMMUNICATION



## PORTFOLIO

rolchatao.com

*get social!*



Linkedin.com/in/rolcha-  
tao

## WORK EXPERIENCE

JANUARY  
2022  
PRESENT

### Sr. UI DESIGNER | TELSTRA

Cultivated strong and collaborative partnerships with stakeholders and developers to craft a seamless ordering and checkout experience. By tackling intricate challenges head-on, I transformed them into intuitive, inclusive, and high-performing interfaces that cater to the daily needs of millions.

- Juggled requests from different teams and partners, creating a clear UI guide and easy-to-follow documents, all while working under tight deadlines.
- Demonstrated adept self-management abilities, dissecting substantial tasks into attainable stages and ensuring seamless progress throughout timelines.

DECEMBER  
2020  
DECEMBER  
2021

### Mid 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.

- Worked with PM to define the product roadmap and vision.
- Added new features to our responsive website and app by balancing our internal requirements and users' needs.
- Led the end-to-end checkout project and enhanced user interface to ensure an optimal user experience.
- Facilitated daily design sprint and applied scrum framework to help the team complete product deliverables quickly and efficiently.

DECEMBER  
2018  
FEBRUARY  
2020

### UX / WEB DESIGNER | FREELANCER

Designed, developed, and launched websites for several start-up clients to design a successful web-based product.

- Optimized their website to match business needs.
- Provided personalized, customer-focused advice.
- Continually evaluated processes and results to identify areas needing improvement.
- Relied on strong problem-solving and analytical skills to identify and deliver solutions that address client's specific needs.

JULY  
2017  
SEPTEMBER  
2017

### SERVICE DESIGN INTERN | JOURNEY CAFE

Journey Cafe is a transformational startup in Taiwan. Their short-term goal was to turn their cafe into 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 a gamification strategy and the use of a mission booklet campaign to help the company find its target audience.

- As a service designer, I created guidelines to help the recycling facilities increase by 155%, utilizing and changing the clients' recycling behaviour.

REFERENCES - AVAILABLE ON REQUEST