



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 passionate and innovative Senior Product Designer with over 5 years Australian and international design experience in WEB, native app and B2B/C eCommerce.

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

I also have demonstrable experience of successfully working with internal and external stakeholders to produce results that meet and exceed business expectations.

### 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%
- **Contributed to internal design system for Telstra** by designing components patterns and establishing design guidelines to ensure consistency and maximize reuse. My efforts in assisting the system's accessibility will be beneficial for our first White-Label service for partner brands like JB Hi-fi and The Good Guys. This contribution has helped to make it easier for customers to access services from our partner brands.
- **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

Developed positive working relationships with UX designers and developers to create a streamlined ordering and checkout process by taking on complex tasks and transforming them into elegant, accessible, hard-working interfaces that millions of people use daily.

- Efficiently handled demands from various teams and stakeholders within tight deadlines to construct a UI guide and handover documents.
- Demonstrating expertise in project management and the ability to successfully break down large projects by managing completion and timelines.

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.

- 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