







## PROFILE

- I am a multidisciplinary designer specialised in Service Design, hybrid UI and UX Design
- I have rich experience with **end to end product design**, and highly enjoy involving in the entire design process
- I am passionate about delivering innovative values to society through the power of design. I believe that this is an obligation to designers

## PERSONAL INFO

-  rockyfong.com
-  guiarocky@gmail.com
-  +44 7492 289605
-  medium.com/@guiarocky\_99379
-  linkedin.com/in/rocky-fong-4a3509a7
-  Portuguese Passport  
Macau China Passport





## LANGUAGE

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <b>English</b><br>(Fluent)        | <b>Cantonese</b><br>(Native)        |
| <b>Japanese</b><br>(Intermediate) | <b>Mandarin Chinese</b><br>(Native) |

## SKILLS

- Service Design Tools + Strategy**  
Workshop, Persona, Storytelling etc.
- UX Research + Prototype**  
Sketch, InVision, XD, Framer.js
- Visual + UI + Branding**  
Photoshop, Illustrator, Indesign
- Usability Testing**  
Cognitive Walkthrough etc.
- 2D Animation + Motion Graphic**  
After effect, Final Cut Pro
- 3D + Rendering & Modelling**  
Solidwork, SketchUp, Key Shot
- Programming**  
HTML, CSS, Framer.js

## EDUCATION

- |   |  |             |
|---|--|-------------|
|  | <b>Royal College of Art</b><br>MA Service Design, London UK                              | 2015 - 2017 |
|  | <b>Imperial College</b><br>MBA module (Innovation, Entrepreneurship & Design), London UK | 2015 - 2016 |
|  | <b>National Cheng Kung University</b><br>BA Industrial Design, Tainan Taiwan             | 2010 - 2014 |
|  | <b>Pui Ching Middle School</b><br>Science, Macau China                                   | 2004 - 2010 |

## SELECTED WORK EXPERIENCE



**Senior Service Designer**  
BT Group | London UK

02/2022 - PRESENT

- Dedicated to lead end-to-end Service Design practices with key stakeholders, driving project strategies and business visions with user centered approach
- Facilitated co-creation throughout the design process, from problem framing, ideation to prototyping. Proving agile service design values in business by aligning expectations
- Facilitated collaboration and communication by integrating all relevant projects and teams in an entire picture (service blueprint), taking the shared understanding to prioritise and define key opportunities



**Senior Service Designer**  
Globant | London UK

02/2021 - 02/2022

- Delivered a high-level experience journey framework that helps global marketing and sales teams positively contribute to business goals
- Defined service strategies and experience principles on automotive eCommerce by utilising human-centered design and service ecosystem



**Service Designer (Product Designer)**  
Tata Consultancy Services | London UK

12/2017 - 12/2021

- Led the end to end product design (hybrid service design, UI, UX) in a large-scale project
- Defined core values from UX research and transferred to high level strategy
- Collaborated closely with business manager, software developers, UX researchers, and marketing team
- Contributed to product vision and strategic plan with business manager
- Delivered and validated high fidelity prototype for a client with Agile methodology. This digital service lives in 1500+ retail stores at present
- Led the consistent visual language across multiple digital communication channels for projects



### Graphic Designer

08/2014 - 12/2014

Conde Group | Macau China

- Responsible for branding concept development and graphic outputs (CIS Design), reported directly to design director
- Co-design booth exhibition and 3D floor plan for a large scale event

### XD's

### UI/UX Designer (Freelance)

10/2017 - 11/2017

XD's Group | London UK

- Established the service structure and user flows for the web and mobile
- Prototyped and designed an approachable experience for focus group

---

## SELECTED PUBLIC SPEECH & LECTURER



### The Value of Service Design in Business

05/2022

Pontifical Catholic University of Peru | London UK

- A 'Field Talk' dedicated to undergraduate students from the Faculty of Art and Design of PUCP



### Learn User Experience by Service Design Principle

01/2021

Hong Nam Volunteer Association | Macau China

- A public speech aimed to motivate, inspire and educate government organisers, teachers and volunteers about the values of user experience (Over 100 audiences)

---

## EXHIBITION EXPERIENCE



### London Design Festival 2013

09/2013

Mind The Gap Exhibition | RCA London UK

- This exhibition looks at the challenges facing modern urban transportation hubs and the design strategies used to respond to them. This project collaborate with RCA Design Product's Platform 17



### Imperial College - Fringe Festival 2017

02/2017

Worth+ project | London UK

- One of my project - "Worth+" raised awareness of the credibility of sustainable accounting practices within the ICAEW and requested that was selected by Imperial College and the Royal College of Art to exhibit Fringe Festival in 2017

---

## CERTIFICATE



- **ABRSM - Grade 8 Piano**

Associated Board of the Royal Schools of Music



- **JLPT - Japanese N2**

Japanese-Language Proficiency Test