



## ROCKY FONG

LONG KEI, FONG

Portfolio website:  
<http://rockyfong.com>

### Introduction

I am a **multidisciplinary designer** specialised in service design, user experience and graphic design, with a background of product design. While being expert in converting observation to insightful opportunity by capturing people's needs and deep motivations, I am also capability of visualising abstract conceptual patterns into logical information graphic, ecosystem mapping and motion graphic animation, which is benefited me to come up with contextual solutions creatively and accurately, as well as take advantage to communicate with stakeholders in an engaging way.

Having studied in Macau China, Taiwan and United Kingdom, I have a strong sense of marketing and multicultural communication, which equipped me different perspective on involving business model, design thinking and marketing strategy.

I am interested in future service and development especially in digital trends and new technologies. I am always excited in getting new challenges and making a tangible execution. I believe that Service Design is an indispensable strategy to make achievable social impact and improve people's life, it will be a key role in a business and startups for every industries in the near future.

Currently I have finished my MA Service Design in Royal college of Art in London UK, and looking for interesting permanent jobs, internship and freelance.

### Summary

"Multidisciplinary designer specialised in Service Design, User Experience and Visual Design, with rich experience to work with different stakeholders, from the early stage of design process to implementation."



### EDUCATION

2015 -2017

**Royal College of Art**

MA Service Design, London UK

Applying service design method to deliver creative values with human-centered perspective, project partner including Samsung, Cambridge Judge business school, Natural History Museum, Institute of Chartered Accountants in England and Wales, Royal College of Music and Imperial College of London.



2010 -2014

**National Cheng Kung University**

BA Industrial Design, Tainan Taiwan

4 years programme curriculum in Taiwan with strong training on the holistic design process: from planning, design thinking, observation, problem finding to shape of product, mechanism, hand-making ability, 3D rendering as well as product service system and concept visualisation. Acquired best design award at Industrial Design Exhibition in 2012.



2004 -2010

**Pui Ching Middle School**

Science, Macau China

6 years high school education in my home town in Science programme, including Mathematics, Science and Physics, which providing foundational knowledges to support my product design and exhibition design, as well as affording me to communicate with engineering expert.

### PERSONAL INFO

#### Country of Citizenship

**Macau China** passport

**Portugese** passport

(UK Residence Permit: Unlimited to leave)

#### Email

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#### Clients/ Collaborators

Samsung, Natural History Museum, Cambridge Business school, Imperial College, ICAEW, NHS, Royal College of Music etc.

# WORKING EXPERIENCE

2017  
October - November

**UI / UX Designer**  
**Worked for Big Radical, UK London (one month contract)**  
Establishing the service structure in a team with human-centre perspective. Created visual and brand identity across multiple communication channels.

2017  
October

**Graphic Designer**  
**Freelance for Structurus Ltd., UK London**  
Created and implemented consistent strong brand image, working directly with the client. Designed website, social media chaneel and proposal layout for busienss pitch, with user experience design.

2015  
January - June

**Visual Design**  
**Freelance for Pui Ching Middle School, Macau China**  
Designing lay-out and graphic design for books with attractive visual language for the whole series, which were published over 4000 books. Creating motion graphic animation along with concept visualisation by understanding client's needs.

2014  
August - December

**Graphic Designer**  
**Worked for Conde Group, Macau China**  
Designing variety of advertising graphics that meet our client's requirement, co-design for booth exhibition floor plan and 3D model, branding and CIS design. Clients include Macau government, Solaire Hotel and CCB Bank, etc.

2013  
April - May

**Animator + UI designer**  
**Freelance for Ministry of Technology, Tainan Taiwan**  
Worked with a design team for a project, from designng storyboard to visualising user interface and making video with visual effect, pitched in Young Designers' Exhibition 2013

# SELECTED EXPERIENCE

2017  
February

**Imperial College - Fringe Festival in 2017**  
**Worth+ project exhibition**  
The outcome 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.

2013  
September

**London Design Festival 2013**  
**Mind The Gap Exhibition, RCA London**  
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.

2012  
July - August

**Internship**  
**M-puls interior design, Macau China**  
Learning practical theory of interior design from lighting, material selection, site measurement to output 3D rendering and production, with AutoCAD and SKETCHUP.

2005

**Having participated in government's volunteer team for 8 years since 2005, Macau China**  
Team leader experience for managing execution, as well as organising variety of acitivities.

# SUMMARY

- **2+ years User Research**  
Depth interview with over 100 stakeholders, Conduct workshops with professionals, Data Analysis, Persona, User Journey Map, Stakeholder Map etc.
- **4+ years Visual + UI + Graphic Design**  
Brand Identity, UI Design, Graphic Design with experience of publishing over 4000 books and posters.
- **2+ years Client management**  
Rich experience with face to face client discussion and presentation, and keep long-term relationship until now.

# SKILL

## Languages

- English
- Cantonese
- Mandarin Chinese
- Japanese

## Software

### Graphic



Photoshop



Illustrator



Indesign



Sketch



InVision

### Video & Animation



After Effect



Final Cut Pro



Sublime Text

### Coding



HTML CSS

### 3D modeling & Rendering



Solidworks



Key Shot



SketchUp

### Document



Microsoft Office

## Design Method

- Ethnographic Research
- Stakeholder Interview
- Alignment Workshop
- User Journey Map
- Service Ecosystem
- Human Centred Design
- Rapid Prototype
- Co-creation Workshop
- SWOT, Business Model
- Service Blueprint