



ROCKY FONG

LONG KEI, FONG

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

Introduction

I am a multidisciplinary designer specialised in service design, user experience and visual design, with a background of product design. I am expert in converting observation to insightful opportunities by capturing people's needs and invisible motivations, as well as delivering complex ecosystem in a visual and simple way, which benefited to drive conversation with clients and stakeholders.

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 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.

Summary

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



Royal College of Art
Postgraduate Art and Design

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

WORKING EXPERIENCES

2017
December - Present

Service Designer (Lead project)
Worked for Tata Consultancy Service, UK London
Working in an innovation team in TCS. Aiming to deliver new design solution and proactively take them to clients to offer a new business model innovation. I lead the design work in a massive project with the entire design process, from user ethnographic research, defining problem to UIUX design.

2017
October - November

UI / UX Designer
Worked for XDs group, 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 channel and proposal layout for business 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 designing storyboard to visualising user interface and making video with visual effect, pitched in Young Designers' Exhibition 2013

OTHER EXPERIENCES

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 activities.















SUMMARY

- 4+ years User Research**
Depth interview with over 100 stakeholders, Conduct workshops with professionals, Data Analysis, Persona, User Journey Map, Stakeholder Map etc.
- 6+ years Visual + UI + Graphic Design**
Brand Identity, UI Design, Graphic Design with experience of publishing over 4000 books and posters.
- 3+ 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 (JLPT N3)

Software

Graphic	UI
  	  
Photoshop Illustrator Indesign	Sketch InVision XD
Video & Animation	Coding
 	 
After Effect Final Cut Pro	Sublime Text HTML CSS
3D modeling & Rendering	Document
  	
Solidworks Key Shot SketchUp	Microsoft Office

Design Method

<ul style="list-style-type: none">Ethnographic ResearchStakeholder InterviewAlignment WorkshopUser Journey MapService Ecosystem	<ul style="list-style-type: none">Human Centred DesignRapid PrototypeCo-creation WorkshopSWOT, Business ModelService Blueprint
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