



## ROCKY FONG

LONG KEI, FONG

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

### Highlighted Achievements

- **Service Design lead** in end to end product design and development, from ethnographic research, ideation to implementation, which aligned client's business strategies and vision
- Worked with client for discovery phase in Agile Process, along with defining key values to all stakeholders. As a result, we successfully launched a digital product service live in 1500+ retail stores, which also creates end-impacts to over 1000 users in this project. Cost saving - £2M
- Proactively bring new idea to client by identifying user's demand and experience, combining with company's technology platform. The outcome will potentially save cost for client in the range of €100M over the next 5 years (In pilot stage at present)
- Lead all the visual design works for the projects, comprising Presentation, Branding, UI/UX Design etc.

### 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 product vision and business goals."



### 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: 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  
**Portuguese** passport  
(UK Residence Permit: Unlimited to leave)

#### Email

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#### Phone

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# WORKING EXPERIENCES

2017  
December - Present

- Service Designer (Lead project)**  
**Worked for Tata Consultancy Service, UK London**
- By offering new deisgn solution, proactively drive a new business model innovation in large scale delivery with client.
  - Lead the design work in a client project with the entire design process, from user ethnographic research, defining problems to UIUX design (end to end).

2017  
October - November

- UI / UX Designer**  
**Worked for XDs group, UK London (one month contract)**
- Created holistic visual language and brand identity across multiple communication channels for a startup.

2017  
October

- Graphic Designer**  
**Freelance for Structurus Ltd., UK London**
- Created and implemented consistent strong brand image, worked directly with the client.
  - Result in great proposal with user experience design for client and contribute to a successful busienss conversation.

2015  
January - June

- Visual Design**  
**Freelance for Pui Ching Middle School, Macau China**
- Lay-out and graphic design for books with attractive visual language for the whole series, which were published over 4000 books.

2014  
August - December

- Graphic Designer**  
**Worked for Conde Group, Macau China**
- Contribute to advertising graphics in all communicaton channel in a large scale event, changing the perception of the event and dramatically increased the satisfcation of audiences.

2013  
April - May

- Animator + UI designer**  
**Freelance for Ministry of Technology, Tainan Taiwan**
- Worked with a design team for a project, from designnging 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-plus 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

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

**Softwares**

Graphic

Ps

Ai

Id

Photoshop

Illustrator

Indesign

UI

Sketch

in

InVision

Xd

XD

Video & Animation

Ae

Final Cut Pro

After Effect

Coding

S

Sublime Text

HTML CSS

3D modeling & Rendering

3s

Solidworks

Key Shot

SketchUp

Document

Office

Microsoft Office