## **ROCKY FONG**

https://rockyfong.com

#### **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**

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(in) linkedin.com/in/rocky-fong-4a3509a7

Portuguese Passport
Macau China Passport

#### **LANGUAGE**

English Cantonese
(Fluent) (Native)

Japanese Mandarin Chinese
(Intermediate) (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**



Royal College of Art

MA Service Design, London UK

2015 - 2017

Imperial College London Imperial College

MBA module (Innovation, Entrepreneurship 2015 - 2016 & Design), London UK



National Cheng Kung University
BA Industrial Design, Tainan Taiwan

2010 - 2014



Pui Ching Middle School Science, Macau China

2004 - 2010

#### **SELECTED WORK EXPERIENCE**

#### Globant >

#### Senior Service Designer

Globant | London UK

02/2021 - PRESENT

- 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 - 12/202

- 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

XDs

UI/UX Designer (Freelance)

10/2017 - 11/201

XDs Group | London UK

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

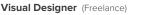


Graphic Designer

Conde Group | Macau China

08/2014 - 12/2014

- 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



05/2013 - 08/2017



### Pui Ching Middle School | Macau China

- Lay-out and graphic design for a series of school magazines, which were published over 7000 books
- Presentation design followed the brand design system for school principal

#### **EXHIBITION EXPERIENCE**



## London Design Festival 2013 Mind The Gap Exhibition | RCA London UK

09/2013

 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 London

## Imperial College - Fringe Festival 2017 Worth+ project | London UK

02/2017

 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

#### **OTHER EXPERIENCE**



# Internship - Interior Design M+ Plus interior design | Macau China

07/2012 - 08/2012

 Supported and learned practical theory of interior design from lighting, material selection, site measurement to output 3D rendering and production, with AutoCAD and SKETCHUP



# Government & School Volunteer Team ( 7 years ) Office of Legal Affairs | Macau China

2005 - 2012

 Team leader experience about managing execution, as well as organising variety of acitivities

#### CERTIFICATE



ABRSM - Grade 8 Piano
 Associated Board of the Royal Schools of Music



• JLPT - Japanese N2
Japanese-Language Proficiency Test