



ROCKY FONG

LONG KEI, FONG

<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 multicultural communication, which equipped me flexible, social and sensitive skills that enhances my working relationship with culture difference. I also have a wide range of interests such as different sports and music, additionally I am a pianist and have learned piano for over 15 years (Royal College of Music Grade 8 Certification, ABRSM).

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.

Service
UX
Design Strategy Design

GRAPHIC
UI
Branding
Visual Identity

VIDEO &
ANIMATION
Motion Graphic
Storytelling
Filming

Clients/ Collaborators

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

Country of Citizenship

Macau China passport
Portugese passport

(UK Residence Permit: Unlimited to leave)

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CV

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 NHS Blithedale Health Centre, Natural History Museum, Institute of Chartered Accountants in England and Wales, Samsung, 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.



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.

SELECTED EXPERIENCE

2015
January - June

Freelancer
Graphic and Video effect, Macau China

Designing lay-out and graphic design for books with attractive visual language for the whole series. 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
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.

2013
April

"Mind The Gap" workshop
with Royal College of Art Product Design, Tainan

1 week collaborative workshop for redefining Tainan Train Station service and spatial application with intercultural design.

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

SKILL

Languages

- Cantonese
- Mandarin Chinese
- English
- Japanese

Software

Graphic



Photoshop



Illustrator



Indesign

UI



Sketch



InVision

Video & Animation



After Effect



Final Cut Pro

Coding



Sublime Text

HTML
CSS

3D modeling & Rendering



Solidworks



Cinema 4D



Key Shot



SketchUp



3D MAX

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