







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

-  rockyfong.com
-  guiarocky@gmail.com
-  +44 7492 289605
-  medium.com/@guiarocky_99379
-  linkedin.com/in/rocky-fong-4a3509a7
-  **Portuguese** Passport
Macau China Passport

LANGUAGE

English (Fluent)	Cantonese (Native)
Japanese (Basic)	Mandarin Chinese (Native)

SKILLS

- Service Design Tools + Strategy**
Workshop, Persona, Storytelling etc.
- UX Research + Prototype**
Sketch, InVision, XD
- 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

EDUCATION



Royal College of Art
MA Service Design, London UK

2015 - 2017



Imperial College
MBA module (Innovation, Entrepreneurship & Design), London UK

2015 - 2016



National Cheng Kung University
BA Industrial Design, Tainan Taiwan

2010 - 2014



Pui Ching Middle School
Science, Macau China

2004 - 2010

SELECTED WORK EXPERIENCE



Service Designer
Tata Consultancy Services | London UK

12/2017 - PRESENT

- 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
- Created and validated high fidelity prototype for clients 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

XD's

UI/UX Designer (Freelance)
XD's Group | London UK

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



Visual Designer (Freelance)
Pui Ching Middle School | Macau China

05/2013 - 08/2017

- 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



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

EXHIBITION EXPERIENCE



London Design Festival 2013

09/2013

Mind The Gap Exhibition | RCA London UK

- 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 - Fringe Festival 2017

02/2017

Worth+ project | London UK

- 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

07/2012 - 08/2012

M+ Plus interior design | Macau China

- 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)

2005 - 2013

Worth+ project | London UK

- Team leader experience for managing execution, as well as organising variety of activities.

CERTIFICATE



• **ABRSM - Grade 8 Piano**

Associated Board of the Royal Schools of Music



• **JLPT - Japanese N2**

Japanese-Language Proficiency Test