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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- **Portuguese** Passport
  Macau China Passport

LANGUAGE

English (Fluent)	**Cantonese** (Native)
Japanese (Intermediate)	**Mandarin Chinese** (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
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

Senior Service Designer
BT Group | London UK
02/2022 - PRESENT

- Dedicated to conducting end-to-end service design practice through collaboration with relevant teams to align with their priorities and business goals

Senior Service Designer
Globant | London UK
02/2021 - 02/2022

- 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 - 12/2021

- 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

UI/UX Designer (Freelance)
XDs Group | London UK
10/2017 - 11/2017

- Established the service structure and user flows for the web and mobile

- Prototyped and designed an approachable experience for focus group

Graphic Designer   08/2014 - 12/2014
Conde Group │ **Macau China**

- 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

Visual Designer (Freelance)   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

SELECTED PUBLIC SPEECH & LECTURER

The Value of Service Design in Business   05/2022
Pontifical Catholic University of Peru │ **London UK**

- A 'Field Talk' dedicated to undergraduate students from the Faculty of Art and Design of PUCP

Learn User Experience by Service Design Principle   01/2021
Hong Nam Volunteer Assocation │ **Macau China**

- A public speech aimed to motivate, inspire and educate government organisers, teachers and volunteers about the values of user experience (Over 100 audiences)

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

CERTIFICATE

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

- **JLPT - Japanese N2**
  Japanese-Language Proficiency Test