



## ROCKY FONG

LONG KEI, FONG

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

### Crucial Achievements

- **Service Design lead** in end to end product design and development, from ethnographic research, ideation to implementation which aligned client's business strategy
- 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 create 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 business goal."



### 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: 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. 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 knowledge 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

guiarocky@gmail.com

#### Phone

UK: +44 07492 289605

#### Multidisciplinary Designer

Master in Service Design, Design thinking and UI/UX Design, along with motion graphic video, storytelling with hand drawing skill etc.

#### Multicultural Background

Deeply dive in Macau China, Taiwan, UK and Japanese culture

WORKING EXPERIENCES

2017  
December - Present

**Service Designer (Lead project)**  
**Worked for Tata Consultancy Service, UK London**  
Working in an innovation team in TCS. Aiming to deliver new deisgn solution and proactively take them to clients to offer a new business model innovation. I lead the design work in a massive project with the entire design process, from user ethnographic research, defining problem to UIUX design.

2017  
October - November

**UI / UX Designer**  
**Worked for XDs group, UK London (one month contract)**  
Establishing the service structure in a team with human-centre perspective. Created visual and brand identity across multiple communication channels.

2017  
October

**Graphic Designer**  
**Freelance for Structurus Ltd., UK London**  
Created and implemented consistent strong brand image, working directly with the client. Designed website, social media channel and proposal layout for busienss pitch, with user experience design.

2015  
January - June

**Visual Design**  
**Freelance for Pui Ching Middle School, Macau China**  
Designing lay-out and graphic design for books with attractive visual language for the whole series, which were published over 4000 books. 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  
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-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**  
Team leader experience for managing execution, as well as organising variety of acitivities.

SUMMARY


- 7+ years User Research**  
Depth interview with over 100 stakeholders, Conduct workshops with professionals, Data Analysis, Persona, User Journey Map, Stakeholder Map etc.
- 7+ years Visual + UI + Graphic Design**  
Brand Identity, UI Design, Graphic Design with experience of publishing over 4000 books and posters.
- 4+ 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




Photoshop




Illustrator




Indesign



Sketch




InVision




XD

UI

Video & Animation




After Effect



Final Cut Pro


Coding




Sublime Text

HTML  
CSS


3D modeling & Rendering



Solidworks




Key Shot



SketchUp

Document



Office

Microsoft Office