



## 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)

### Email

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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 (basic)

### 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
- Landscape Review
- Profile & Persona
- Alignment Workshop
- Opportunity Map
- User Journey Map
- Service Ecosystem
- Human Centred Design
- User Experience Design
- Rapid Prototype
- Co-creation Workshop
- SWOT, Business Model
- Information Architecture
- Service Blueprint
- Visual Design