ROCKY FONG

LONG KEI, FONG

Portfolio website:
https://rockyfong.com

Service Designer

Tata Consultancy Service

HIGHLIGHTED ACHIEVEMENTS

- Led a project - focus on end to end product design and development in large scale delivery, from ethnographic research, ideation to implementation, which aligned the client's business strategies and visions

- Collaborated with a client for the discovery phase with 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 creates end- impacts to over 1000 users in this project. Cost-saving - £2M

- Proactively brought new innovative ideas to the client by properly identifying user's demand and experience, integrating with the company's technology platform. The outcome of the project will potentially save cost for the client in the range of €100M over the next 5 years (In the pilot stage at present)

- Led all the visual design works for projects, comprising Presentation, Branding, UIUX Design, etc.

SUMMARY

"Multidisciplinary designer specialised in Service Design, User Experience Design 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 product vision and business goals."

EDUCATION

2015 - 2017

Royal College of Art
MA Service Design, London UK

2010 - 2014

National Cheng Kung University
BA Industrial Design, Tainan Taiwan

2004 - 2010

Pui Ching Middle School
Science, Macau China

PERSONAL INFO

Country of Citizenship

Macau China passport
Portugese passport
(UK Residence Permit: Unlimited to leave)

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Phone

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WORKING EXPERIENCES

2017
December - Present

Service Designer (Lead project)
Worked for Tata Consultancy Service, UK London

- By offering new deisgn solution, proactively drive a new business model innovation in large scale delivery with client.
- Lead the design work in a client project with the entire design process, from user ethnographic research, defining problems to UIUX design (end to end).

2017
October - November

UI / UX Designer
Freelance for XDs group, UK London (one month contract)

- Created holistic visual language and brand identity across multiple communication channels for a startup.

2015
January - June

Visual Design
Freelance for Pui Ching Middle School, Macau China

- Lay-out and graphic design for books with attractive visual language for the whole series, which were published over 4000 books.

2014
August - December

Graphic Designer
Worked for Conde Group, Macau China

- Contribute to advertising graphics in all communication channel in a large scale event, changing the perception of the event and dramatically increased the satisfaction of audiences.

2013
April - May

Animator + UI designer
Freelance for Ministry of Technology, Tainan Taiwan

- Worked with a design team - designing a storyboard and visualising user interface and making video with the 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-plus 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

- **9+ years User Research**

  Depth interview experience with over 100 stakeholders, Conduct workshops with professionals, Data Analysis, Persona, User Journey Map, Stakeholder Map etc.

- **9+ years Visual + UI + Graphic Design**

  Brand Identity, UI Design, Graphic Design with experience of publishing over 4000 books and posters.

- **6+ years Client management**

  Rich experience with face to face client discussion and presentation, and keep long-term relationship until now.
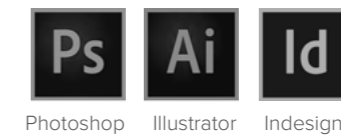
SKILL

Languages

- English
- Cantonese
- Mandarin Chinese
- Japanese (JLPT N2)

Softwares

Graphic

Ps	Ai	Id
Photoshop	Illustrator	Indesign

UI

Sketch	InVision	XD

Video & Animation

Ae	Final Cut Pro
After Effect	Final Cut Pro

Coding

Sublime Text	HTML CSS

3D modeling & Rendering

Solidworks	Key Shot	SketchUp

Document

Office
Microsoft Office