

Rocio Rey

A creative technologist + design engineer + human being whose work focuses on connection & care.

- rocioreyaloe.com
- rocioreyaloe@gmail.com
- London based

Experience

Creative Technologist

Aug 2023 - Present

WPP Group - Hogarth

As part of the initial team at HEX, WPP's CTO-led creative technology studio, I get embed into the groups' agencies for a set time to introduce emerging tech to their capabilities.

VML Paris

Aug 2024 - Present

Produced emerging tech pitches and prototypes, assessing feasibility and designing tech stacks and architecture.

Key projects included adapting a digital home planning tool for wheelchair users, enhancing UX for AI skin analysis, creating automated Generative AI workflows and designing interactive experiences like a personalised 3D digital invitation for a luxury fashion show.

Clients include IKEA, Louis Vuitton, Dassault Systèmes, Volvo, Armani and Filorga.

The&Partnership

Dec 2023 - Aug 2024

Conceptualised and developed a browser-based game for RNIB to teach how to design games for blind players.

Gained insights into blind gamers' needs, created innovative 2D platformer accessibility features and learn how to adapt creative pitches for blind audiences.

Creative Technology Apprentice

Nov 2022 - Jul 2023

WPP Group

Conceptualised and produced projects like a physical-AR kit to make electronics accessible, an interactive MV blending Unreal Engine and physical electronics that shaped the virtual environment, created immersive experiences like a shop digital twin, built a motion-reactive installation for WPP campuses and shot in a Virtual Production LED wall.

Led Generative AI workshops in Singapore and London, Pitched emerging tech solutions to brands like L'Oréal, Unilever, Coco de Mer and Coca-Cola

Creative Technology Technician

Oct 2020 - Aug 2021

Creative Technology Lab, UAL

Provided teaching and technical support to London College of Communication's students by integrating creative coding, VR technology, physical computing and projection mapping into their projects. Oversaw lab operations, including managing equipment inventory, coordinating borrowing schedules, performing regular maintenance and troubleshooting technical issues.

Education

2018 - 2022 **BA Graphic Communication Design**
Central Saint Martins, UAL

2020 - 2021 **Diploma in Creative Computing**
Creative Computing Institute, UAL

2017 - 2018 **UAL Art & Design Foundation**
Richmond Upon Thames College

Skills

Design & Engineering

User-Centered **Research**, **Design Tools** (Adobe CC Suite, Figma), **Physical Computing** (Arduino, Raspberry Pi, ESP32), **3D Printing**, **3D Design** (Blender, Fusion 360).

Programming & Dev

Automation (Python), **Front and Back end** (HTML, CSS, JS, Node.js, React.js), **AI** (computer vision, ComfyUI, chatbot dev), **XR Dev** (Three.js, Aframe), **Game Dev** (Godot, Unreal Engine), **Prototyping** (TouchDesigner, MAXSMP).

Interpersonal

Fast learner (quick to adopt new technologies), **Effective Communicator**, **User-Focused** (keen on human-centered design, psychology, and HCI), **Fast Prototyper**, **Leadership** (community-driven).

Languages

Spanish Native
English Bilingual
French Beginner