



William S. Goi

- Singapore PR/Indonesian.
- Product Management + UI/UX.
- Interested in tech, design, finance.

PORTFOLIO

wssw.co

EMAIL

suryadiputrawilliam@gmail.com

MOBILE

+65 9228 6289

SKILLS (ADVANCED)

Photoshop

Illustrator

XD

HTML/CSS

MS Excel

SKILLS (INTERMEDIATE)

Google Analytics

Facebook Marketing

Framer

Sketch

LEARNING

JavaScript

Swift

EXPERIENCE

Creative / Operations Manager

Reginaa Pte. Ltd. / JPassport | Jul '14 - Present

JPassport is the leading Japanese-related online media in Singapore. As of Aug 2017, JPassport works with more than 85 Japanese brands in Singapore and serves more than 230k subscribers. Visit us at www.jpasport.asia

- Responsible for the user experience of JPassport website.
- Managed the development of new features (Led 2 back-end developers & 1 front-end developer in Hanoi).
- Analyzed user behavior for development and sales purposes.
- Managed a team of designers, providing regular contents & marketing material for more than 70 clients.

EDUCATION

National University of Singapore

Bachelor of Engineering (Mechanical Engineering)

Specialisation in Product Design | Aug '10 - Jul '14

Eindhoven University of Technology, Netherlands

6-months Student Exchange Programme | Feb '13 - Jul '13

- Studied Masters-level courses including Project Management, Microfabrication Methods, Philosophy of Technology

PAST PROJECTS

Smart Home for the Elderly

Final Year Project

- An Internet-of-Things project, enabling the elderly to control home appliances with a single mobile phone through Wi-Fi. Project involves Arduino programming and HTML/CSS front-end.