



William S. Goi

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adobe ps/ai/xd | html/css/js | goog analytics | msft excel | swift3 (learning!)

singapore pr | indonesian

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An engineering graduate currently traversing the world of startups, mainly in design and product management. Also learning Swift programming and R on the side.

Experience

Creative / Operations Manager

Reginaa Pte. Ltd. (JPassport / passp.asia / >220k subscribers) | Jul '14 - Present

- **Managed design teams in Singapore and Jakarta**, producing various design works (email newsletters, menu, posters, websites) for over 70 Japanese shops and restaurants (Ramen Santouka, KBox, Ootoya, etc.).
- **Managed development team in Hanoi**, building and testing new features for JPassport website and mobile apps.
- **Performed analysis of overall data and trends** using standard data analytics tools such as Google Analytics, providing insights for both sales and development team.
- **Managed J Passport social media account**: posting regular contents, setting up ads, started interactive contests to maintain user engagement.

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.

Interests

Design (Web/Graphics/UX) | Technology | Data Analytics | Economics | Consumer Behavior