



William Goh Tze Feh

CREATIVE TECHNOLOGY &
DIGITAL TRANSFORMATION LEADER

Profile

Creative technology professional with 25+ years of experience spanning graphic design, multimedia, web development, UI/UX, eCommerce, CMS, digital strategy and technology leadership.

I bring together creative direction, user experience, business strategy and technology to transform business ideas into effective digital experiences.

Currently serving as CTO at Bean Search Expert Sdn Bhd, leading quality control, consulting and strategic direction across website development, eCommerce, CMS, multimedia and graphic design.

My career has evolved from traditional art and graphic design into multimedia, web design leadership and ultimately technology and digital business strategy, giving me a rare combination of creative thinking + technical understanding + business perspective.

Contact

Phone

+6012.265.6012

Email

williamgoh77@gmail.com

Address

22A, Jalan Bahagia 10,
Taman Sri Bahagia,
56000 Cheras, Kuala Lumpur.

Education

1996 -1999

Diploma in Graphic Design
Malaysia Institute of Art

1990 -1995

SPM Certificate
Sekolah Menengah Labis, Johor

Core Strengths

Creative & Art Direction

UI/UX & Digital Experience

Website & eCommerce Strategy

WordPress / CMS / PHP

Digital Product Development

AI & Digital Solutions

Brand & Visual Communication

Languages

English



Malay



Mandarin



Additional Skills

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Figma
- Canvas
- Html5
- CSS & JavaScript
- Wordpress (CMS)
- Shopify (CMS)
- PHP Languages
- Basic Photography
- Drawing Artwork
- Illustration Artwork

Experience

Bean Search Expert Sdn Bhd

Jun 2017 – present

Chief Technology Officer (CTO)

- Lead digital solution strategy from client requirements through design, development and implementation.
- Consult with businesses to identify digital opportunities and translate business objectives into practical online solutions.
- Provide creative and technical quality control across website, eCommerce, CMS, multimedia and graphic design projects.
- Work closely with designers, developers and clients to ensure solutions meet business and user requirements.
- Evaluate project requirements, content, technical considerations and user needs to guide effective digital solutions.
- Drive the integration of creative thinking and technology into modern digital business experiences.

GSense Design

Jun 2010 – May 2017

Creative Consultant

- Led creative consultation for websites, eCommerce, CMS, multimedia and graphic design projects.
- Worked directly with clients to understand business objectives and translate them into digital experiences.
- Coordinated designers and developers throughout project planning and delivery.
- Provided creative direction and quality control across digital projects.

Creative Tomato Sdn Bhd

Aug 2007 – May 2010

Head of Multimedia

- Led multimedia, website design/development and graphic design projects.
- Provided creative direction and quality control.
- Translated client requirements into practical multimedia and digital experiences.

AsiaEP Bhd

Jul 2003 – Jul 2007

Assistant Head of Web Design

- Managed website, multimedia and graphic design quality.
- Consulted with clients and coordinated digital project requirements.
- **Team Work Award – 2006**

From Art to AI

A journey of continuous growth and innovation



Scan for portfolio

Experience

Asia Pacific Net (M) Sdn Bhd

Dec 2001 – Jun 2003

Assistant Head of Web Design

- Managed website design and development projects.
- Coordinated with clients and internal teams for project delivery.

DNIUM Sdn Bhd

Jul 2000 – Dec 2001

Media Artist

- Created multimedia animation and developed websites and e-learning presentations using Macromedia Director, Flash and Dreamweaver.

KEMAYAN GROUP

Mar 1999 – Jun 2000

Mural & Painting Artist

- Designed Malaysian cultural artwork and created mural artwork for Park Inn Hotel.

Portfolio

Website

<https://webdesignmalaysia.my/>

Facebook

<https://www.facebook.com/william.goh.tze.feh/>