

# GOH PEI LI

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## SUMMARY

Creative and results-driven **Web Designer with over 4 years of agency experience** delivering **100+ responsive websites** across corporate and E-Commerce sectors. Dedicated professional skilled at completing tasks efficiently while supporting team goals, ensuring quality, and meeting client deadlines in fast-paced environments.

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## PROFESSIONAL EXPERIENCE

### Web Designer

**Feb 2022 – Sept 2025 | Rebrand & Engage (Malaysia) Sdn. Bhd. | Ipoh, Perak, Malaysia**

- **Website Delivery:** Delivered 100+ responsive, high-quality websites for corporate and e-commerce clients across diverse industries. Expertise in CMS platforms including WordPress (primary), with working knowledge of Webflow, Shopify, and Wix. Skilled in developing sitemaps, wireframes, UI designs, and responsive layouts, as well as creating interactive prototypes in Figma. Ensured all solutions adhered to brand guidelines and industry best practices.
- **Content Design:** Designed a range of digital assets, including website banners and corporate profiles to support brand communication and engagement.
- **E-Commerce Integration:** Implemented payment gateways, product catalogs, shopping carts, vouchers, optimized checkout, and multi-currency support.
- **Booking Systems:** Theme-based website design for automotive, hospitality, and real estate sectors.
- **Team Lead:** Led a small design team, overseeing timelines and ensuring consistent delivery.
- **Client Relations:** Engaged with clients to gather requirements, share updates, and feedback.
- **QA & Troubleshooting:** Reviewed pages for accuracy, layout, responsiveness, forms, GA4 tracking, and GSC setup; resolved plugin conflicts, bugs, website migration and DNS/hosting issues.
- **SEO:** Applied best practices and strategies to improve website performance and search visibility.

### Web Designer

**Intern Aug 2021 – Jan 2022 | Rebrand & Engage (Malaysia) Sdn. Bhd. | Ipoh, Perak, Malaysia**

- Designed websites using WordPress with Elementor, based on client-selected templates.
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## PORTFOLIO HIGHLIGHTS

- **well-being.hkam.org.hk:** Redesigned the website from Figma to WordPress within two months, managing everything from client communication and wireframing to WordPress design and migration.
  - **gasware.com.my:** Built the company profile and quote request website within 3 months.
  - **shayowinedirect.my:** Integrated Xero with WooCommerce using Pabbly for two-way product synchronization and connected it to a web-based POS system via a plugin.
  - **Restaurant POS System:** A self-initiated portfolio project: end-to-end UX/UI design of a POS system for restaurant Admins, Cashiers, and Kitchen Staff.
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## CORE SKILLS

- **Web Design:** WordPress, Shopify, Webflow, Wix, HTML/CSS
  - **SEO & Analytics:** Keyword Analysis, On-page/Off-page Optimization, Link Building, Ahrefs, SEMrush
  - **UI & Graphic Design:** Figma, Photoshop, Illustrator
  - **Project & Team Management:** Trello, Multi-project Coordination, Client & Team Communication
  - **Technical Support:** Debugging, DNS/Hosting Configuration, cPanel, Plesk, Plugin Integration, QA Testing
  - **Language:** Chinese, English, Malay
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## EDUCATION

Bachelor of Science (Multimedia) | Universiti Utara Malaysia | Sep 2018 – May 2022 | GPA: 3.63

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## REFERENCES

Clement Ng | Business Development Director | Rebrand & Engage (Malaysia) Sdn. Bhd. | +60 16-819 1488