

Gray Wang

Full-Stack Developer

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Portfolio: <https://grays.dev>

GitHub: <https://github.com/availedgray> · LinkedIn: <https://www.linkedin.com/in/yang-wang-2384832b1>

SUMMARY STATEMENT

Recent graduate with dual Diplomas in Front-End and Back-End Web Development from TAFE, backed by hands-on experience building responsive, accessible websites, modern databases, and scalable APIs. Proficient in HTML, CSS, JavaScript, React, PHP, and WordPress, with a strong grasp of UX principles and CMS customization. Previously led marketing campaigns for tech giants like Tencent and ByteDance, bringing a unique blend of technical expertise, user-focused design, and global communication skills. Fluent in English and Mandarin.

EDUCATION & TRAINING

North Metropolitan TAFE

Diploma of Information Technology (Front End and Back End Web Development)	Jul 2024 – Jul 2025
Certificate IV in Information Technology (Web Development)	Jul 2023 – Jul 2024

Jinan University (Zhuhai, China)

Bachelor's degree, Advertising	Sep 2013 – Jul 2017
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KEY SKILLS & ATTRIBUTES

- Front-End: Proficient in HTML, CSS, JavaScript, React, responsive design with Tailwind CSS & Bootstrap
- Back-End: Skilled in PHP, Laravel (MVC, Eloquent ORM), RESTful APIs, CRUD with authentication
- Databases: MySQL database design & optimization, NoSQL persistence with MongoDB
- Tools & DevOps: Git/GitHub, Postman API testing
- Deployment: Hands-on experience with Vercel and cPanel hosting, CI/CD pipelines with GitHub Actions
- Design & UX: Wireframing (Figma, draw.io), applied WCAG accessibility, usability testing, feedback iteration
- Data: Jupyter/Colab notebooks for exploratory data analysis, clustering & significance testing
- Soft Skills: Strong documentation, client communication, cross-functional teamwork
- Bilingual: English/Mandarin

PROJECT EXPERIENCE

Innovation Project: Way-Finder Mobile Web App

Jul 2024 – Jun 2025

Developed a responsive and accessible website for North Metropolitan TAFE Perth library users. The project aimed to enhance user engagement and navigation by providing a clear, interactive map to locate facilities and resources within the library.

Link: <https://wayfinder2025.library.screencraft.net.au>

- Built with **WordPress** as the CMS for content flexibility.
- Integrated **Mappedin** interactive maps to provide indoor navigation capabilities.
- Used **FormSubmit** to handle lightweight form submissions without backend scripting.
- Focused on accessibility, mobile responsiveness, overcame challenges such as embedding third-party interactive maps in a responsive layout and ensuring cross-device compatibility.
- Gained strong experience in **user research**, integrating feedback and client requirements in a real-world collaborative project.

Built a simulated course management system to streamline the administration of lessons, clusters, and users for a training institution.

Link: <https://classtrack.screencraft.net.au>

- Developed using Laravel with MVC architecture and Eloquent ORM.
- Designed and consumed RESTful APIs to support scalable front-end integration.
- Implemented user authentication, role-based access control, and secure CRUD operations.
- Structured and optimized MySQL database relationships.
- Gained strong experience in teamwork using Git version control.

EMPLOYMENT EXPERIENCE

Marketing Manager

Sep 2020 - Dec 2021

Tencent Games, Shenzhen

- Led mobile game marketing strategy across multiple platforms, boosting pre-orders to 9,879,369.
- Developed and executed advertising creatives, media buying plans, and placement strategies.
- Business cooperation campaign: Planned and delivered thematic brand partnerships: e.g., cat food (pet gameplay), fresh produce (growing gameplay), and dessert brands (gourmet themes).
- Managed community engagement through livestreaming, comic conventions, and influencer campaigns.
- Achieved App Store “Top Free Apps” and Apple Today feature recommendations.

Marketing Manager

Apr 2019 - May 2020

China Mobile Games And Entertainment Group Ltd, Shenzhen

- Responsible for overall marketing and communication for a million-pre-order mobile game, including activities such as aligning media resources, participating in comic exhibitions, fan-driven content, and engaging in cross-industry collaboration with COSTA pop-up store.

Creative Content Manager

Jul 2017 - Apr 2019

20percent Branding, Shenzhen

- Managed brand content and campaigns for main client Tencent. Mobile games include *Honor of Kings*, *King of Fighters mobile*, *Samurai Shodown mobile*.
- Ran official account for *Honor of Kings* on Weibo, responsible for social media strategy, content editing, project management, and celebrity endorsements.

LICENCES & CHECKS

- National Police Clearance (Obtained 07/2025)
- C-class Driver's Licence

REFEREES

Guido Verschoor

Head of Programs

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