Marisa Ang

Front-End Developer | UI/UX Designer

PORTFOLIO
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SUMMARY:

Front-end developer and UI/UX designer with 8+ years of experience building high-performing, conversion-focused websites and web applications. Skilled at collaborating with design, marketing, and engineering teams to deliver scalable digital products that improve performance, SEO visibility, and user engagement. Proven track record of optimizing site speed, increasing conversions, and creating development systems that streamline workflows and improve team productivity.

MODERN PRACTICE | HEAD DEVELOPER

- Led development of 30+ web applications while collaborating with design, marketing, and content teams to improve SEO performance and user engagement.
- Created a standardized development workflow and comprehensive SOP used across the development team to ensure consistent, scalable builds.
- Improved average page load speed by 35% across migrated applications through performance optimization and code refactoring.
- Increased conversion rates by 15% through UX improvements, technical optimization, and collaboration with marketing teams.

FREELANCER | UI/UX DESIGNER & DEVELOPER

- Designed and developed websites and web applications for startups, entrepreneurs, and businesses with a focus on conversion optimization and growth.
- Partnered with marketing teams to run A/B testing, SEO improvements, and UX experiments that increased engagement and lead generation.
- Built scalable design systems, reusable components, and CMS structures that allowed clients to manage and expand their websites internally.
- Provided training, documentation, and ongoing technical support for client teams.

NEW HOUSE INC. | SR. DEVELOPER & UX DESIGNER

- Designed and developed a high-converting landing page and onboarding flow for a new product launch that achieved a 45% conversion rate.
- Collaborated with backend engineers to build a web application allowing users to manage dashboards and connect with potential leads.
- Produced marketing visuals, illustrations, and social media creatives to support product promotion.

TECHNICAL SKILLS

- **Front-End Development**: JavaScript, HTML, CSS, jQuery
- **Design & UX**: UI/UX Research, A/B Testing, Conversion Optimization
- **Platforms & Tools:** Webflow, WordPress, Framer
- **Design Tools**: Figma, Adobe Creative Suite
- **Productivity Tools:** Google Workspace, Asana, Monday, Slack