



Marisa Ang

Front-end Developer | Conversion-Focused Web Specialist

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SUMMARY

Developer with 8+ years of experience building high-performing, conversion-focused websites. I have a proven track record of improving site performance, increasing conversions, and delivering scalable digital experiences that drive marketing success and business growth.

PROFESSIONAL EXPERIENCE

Modern Practice | Head Developer

- Head developer and UI/UX designer for all high-end client builds
- Spearheaded, developed, then implemented a highly efficient development system and library for other developers.
- Optimized site performance, speed and conversions for clients across screens and browsers.

Freelancer | Developer & UI/UX Designer

- Designed custom websites, brands and online identities tailored to each client's needs.
- Developed scalable websites for clients and performed regular updates / maintenance.
- Provided clients with training for long-term success .

NEW HOUSE INC. | Sr. Developer & UX Designer

- Designed / developed high-converting landing pages and onboarding flows; achieving a 45% conversion rate.
- Collaborated with multiple teams to deliver user-focused digital products.
- Supported product launches with marketing visuals and digital assets.

TOOLS & TECHNOLOGIES

- Webflow, WordPress, Framer, Bubble
- JavaScript, jQuery, HTML, CSS, Finsweet, GSAP
- Figma, Adobe Creative Suite, GTM, Optimizely, Zoho
- Google Workspace, Asana, Monday, Slack

PROJECTS

1. Gladden Longevity: <https://www.gladdenlongevity.com/>
 - a. Sole developer of website
 - b. Delivered within 2 weeks of handoff
 - c. Worked closely with design to create and implement animations and interactive components.