Angela Bau

Senior UX Developer | Web Experience & Frontend Development

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PROFILE

UX developer who listens closely, untangles complicated requirements, and builds web experiences people can use and teams can maintain. Brings empathy and hands-on frontend expertise to B2B websites and internal tools, owning work across information architecture, UX/UI design, development, and optimization.

CORE SKILLS

UX & product: Information architecture, interaction design, user research, usability testing, accessibility, content modeling, stakeholder discovery

Frontend & integrations: HTML, CSS, JavaScript, PHP, Python, WordPress, React, Next.js, API integrations, workflow automation

Optimization & tools: Figma, HubSpot, GA4, Google Search Console, technical SEO, AEO/GEO, conversion tracking

PROFESSIONAL EXPERIENCE

eGroup | Jun 2024 – Present
Frontend Developer / Web Optimization Specialist

- Own UX, frontend development, and optimization of an enterprise B2B WordPress website; restructure complex service journeys and build reusable page systems to support long-cycle sales.
- Architected Win Wires from an open-ended request into a searchable customer-evidence library with structured metadata and team-managed Google Sheets content; partnered with IT on secure document-access workflows.
- Lead technical SEO and AEO/GEO improvements across services, case studies, and articles, strengthening content structure for traditional and AI-assisted search discovery.
- Connect website UX to business objectives through HubSpot lead capture, GA4, Search Console, stakeholder feedback, and ongoing conversion optimization.

Land Home Financial Services | Aug 2023 – Apr 2024
UX/UI Designer

- Redesigned an online mortgage application using research, prototyping, and usability testing, improving application completion by 40%.
- Clarified mortgage and real-estate content for borrowers and loan originators through site UX and information architecture; designed and coded responsive HTML/CSS email experiences.

Solutions Marketing Network | Mar 2023 – Feb 2024
UX Designer / Front-End Web Developer

- Designed and developed WordPress websites for addiction-recovery and healthcare audiences, using empathetic UX writing, clear content hierarchy, and responsive HTML/CSS/JavaScript.

ADDITIONAL EXPERIENCE

Independent UX & Web Consulting | UX Developer / Product Designer | Jun 2015 – Present
Designed and developed digital experiences across 23+ startup and brand concepts, combining UX/UI design, frontend development, branding, and digital strategy.

Absolute Celebrations | Experience Designer | Apr 2020 – Jun 2022
Designed the company's rebrand and customer-facing digital experiences across web and marketing touchpoints. Managed consultative sales, budgets, and event delivery, closing approximately $600K in wedding contracts in one season.

Earlier roles: VHV Hospitality Group (Digital Marketing & Marketing Operations, 2015–2019); UpCounsel (Legal Operations Assistant, 2015–2018).

EDUCATION & TRAINING

Enderun Colleges | B.S. Entrepreneurship & Business, 2015 • **Springboard** | UX/UI Design studies, 2022