**Intro**

Well, hello there. My name is Angela and what follows will give you a good idea of what I’m all about. If this is the first time you’re hiring a web designer, some of what’s below might seem confusing. Web design is a broad field and most people in this business specialize, or have an expertise. I primarily work on the front end of a website, meaning I create the design in Photoshop, and then I build it with HTML5, CSS, Javascript and WordPress.

**Content Strategy**

Content Strategy is where web design and development begins. Without a thorough understanding of a site’s content, it is nearly impossible to create a design.

Content strategy includes several aspects like an inventory, audit, card sorting, information architecture, proof reading, copyediting, and copywriting. And as the title suggests, it also includes a strategy! How a website is structured will determine your strategy for creating and maintaining great content.

**UI Design**

User Interface Design is

Front End Development

Usability

WordPress

eCommerce