Wesley Baird

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Professional Summary

Innovative **Web Developer & Team Lead** with 10+ years of expertise in managing and delivering high-profile web projects. Proven ability to lead cross-functional teams through all phases of project lifecycles, from conception to delivery. Skilled in project management, ensuring on-time and on-budget project execution while maintaining high standards of design and functionality. Strong background in optimizing user experience (UX) and user interface (UI) design to achieve business goals. Effective communicator and collaborator with a track record of fostering productive client relationships and driving project success.

Work Experience

SearchPro Systems LLC | Nashua, NH
Web Team Lead | September 2018 – Present

- Spearhead development of 200+ websites through UX designations including navigation, visual design elements, and layout for web and mobile applications
- Identify and strategically pursue new business development opportunities, leveraging market insights and client relationships to drive substantial revenue growth
- Collaborate with cross-departmental teams on identifying development requirements, project plans, and Objectives and Key Results (OKR), increasing on-time delivery by 85%
- Troubleshoot and resolve complex technical, bug, and functionality challenges by conducting code reviews and mending depreciated assets and code, reducing downtime by 90%
- Build, update, and maintain 200+ website themes, plugins, widgets, and sites with minimal information
- Created logos and edited images, amplifying brand consistency and adhering to design standards to ensure client appeal, leading to significant growth in repeat business
- Analyze and report on project metrics to stakeholders, maintaining transparency on project progress and challenges and inflating collaboration and communication effectiveness

Charlesworks LLC | Peterborough, NH
Website Designer & Developer | May 2014 – September 2018

- Designed and delivered 60+ custom websites with strong understanding of visual design principles and web and mobile application layouts, directly contributing to 25% jump in client retention
- Managed, planned, and prioritized 12+ projects concurrently, achieving 80% on-time completion
- Customized WordPress themes and plugins, improving user experience and functionality
- Represented company by presenting designs at local Business Network International (BNI) chapter
- Provided ongoing website maintenance, including code and content updates to build long-term site sustainability, extending site lifespans
- Engaged in daily communication with clients, partners, team leaders, and management to align project direction, strategy, and priorities
- Proactively identified and addressed project risks and functionality issues, driving collaborative resolutions to reduce post-release problems
- Mastered web technologies, including HTML5, digital marketing, and CSS, enhancing website performance and search engine ranking

Skills

Project Management, Web Development, Troubleshooting, Software Development, Customer Service, Visual Design, Web Design, Communication Skills, Project Management, Analysis Skills, UX/UI, Relationship Building

Technologies

WordPress, PHP, JavaScript, HTML5, CSS, phpMyAdmin, WooCommerce, Google Workspace, Wrike, Slack

Education

Bachelor of Art in Graphic Design | Keene State College