Timothy W. Baines

Frontend Developer | UI Developer

Virginia Beach, Virginia | 757-377-9930 | tbaines81@gmail.com
linkedin.com/in/tim-baines-dev | github.com/Timbaines | timbaines.dev

PROFESSIONAL SUMMARY

Self-taught Frontend Developer with 6+ years of experience delivering high-impact websites for nonprofit and small business clients. Proven track record of increasing user acquisition by 150%+ through performance optimization and accessibility improvements. Successfully transitioned from finance to tech, demonstrating strong self-direction and continuous learning. Seeking to leverage freelance experience in a full-time frontend developer role.

SKILLS

Languages: Javascript (ES6+), HTML5, CSS3, Sass
Frontend Technologies: React, Tailwind CSS, Responsive Design
CMS & Frameworks: Wordpress, Divi Theme Builder, Gutenberg Blocks, Next.js
Tools & Platforms: Vite, Git/GitHub, Google Analytics, Google Lighthouse, Chrome DevTools, cPanel
Performance & SEO: Core Web Vitals optimization, Page Speed Optimization, Accessibility (WCAG)
Design Software: Figma, Adobe Creative Suite, Photoshop, Illustrator, Affinity Photo, Affinity Designer

EXPERIENCE

Webmaster | Friends In Action International - Elizabethtown, PA   2021 - Present

- Increased user acquisition by 152% over 3 years (5,696 to 14,336 users) through responsive design and SEO optimization
- Achieved 96% performance score, 96% best practices score, 92% SEO score, and 99% accessibility score, ensuring WCAG compliance for nonprofit's diverse international audience
- Created custom Google Analytics reporting templates, enabling data-driven decision making

Frontend Developer | 1040Visions - Suffolk, VA   2021 - Present

- Developed custom WordPress site serving tax clients annually with secure payment processing
- Implemented and configured donation platform and payment processing gateways.

UI Developer / Project Manager | BAZ VA Mission - Virginia Beach, VA   2019 - Present

- Manage hosting environment supporting monthly visitors with 99.9% uptime over 5 years
- Lead cross-functional team of volunteers to deliver website updates on schedule
- Implemented SSL certificates and security hardening protecting donor accounts

UI / Frontend Developer | Suffolk Cleaning Services - Suffolk, VA   2017 - Present

- Built and maintain custom responsive website generating service inquiries annually for 7+ years
- Designed custom illustrations with secure, performance optimized SVG embeds
- Achieved 40% reduction in bounce rate through responsive design approach
- Maintained 99.9% uptime through proactive hosting management and monitoring

Graphic Designer | Crest Foodservice Equipment - Virginia Beach, VA   *2017 - 2018*

- Created graphics for web and print advertising campaigns serving commercial kitchen equipment industry
- Designed marketing materials including flyers, banners, landing pages, and product catalogs
- Assisted with e-commerce platform migration, uploading 1,000+ product images to DDI Systems
- Edited and optimized images for both digital and print media, ensuring brand consistency

KEY ACHIEVEMENTS

- **152% user growth** for nonprofit client through SEO and performance optimization
- **98%** accessibility scores ensuring inclusive web experiences across all projects
- **7+** years of continuous client relationships demonstrating reliability and quality
- **Technical Workshop Presenter:** "Git On The Trail - A Workshop on Version Control Basics" - Norfolk.js Meetup (2025)
- Successfully transitioned from finance to tech through self-directed learning

EDUCATION

Radford University - Radford, Virginia
Bachelor of Science, Communication / Minor, Marketing

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Scrimba Frontend Developer Career Path**
- **Scrimba Backend Developer Career Path:** In Progress
- **Technical Workshop Presenter:** - "Git On The Trail - A Workshop on Version Control Basics" - Norfolk.js Meetup (2025)
- **Ongoing Learning:** React.js, TypeScript, and modern JavaScript patterns
- **Community Engagement:** Active participant of Norfolk.js developer community

ADDITIONAL INFORMATION

Technical Community Involvement:
- Presented Git version control workshop at Norfolk.js meetup, teaching developers through creative hiking-themed analogies

Recognition:
- Friends In Action International website featured in Divi Pixel's Customer Showcase (September 2024)
- Contributed to Camp Grom charity project recognized in Foodservice Equipment & Supplies Magazine (2018)

Interests: Continuous learning in AI tools, web accessibility, and modern frontend frameworks