

Toyinsola Lydia Adebayo

Web Developer

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SUMMARY

Web Developer with 10+ years of experience building, maintaining, and optimising WordPress and e-commerce websites across in-house, agency, and freelance environments. Experienced in custom WordPress development, WooCommerce, Gutenberg, Elementor, ACF, front-end development, automated testing, website performance, technical SEO, and CRO. Combines technical development with UX and digital marketing expertise to deliver responsive, reliable, and conversion-focused digital experiences.

EXPERIENCE

FREELANCE WEB DESIGNER & DEVELOPER

Big Pie Creative

01/2018 – Present

- Designed, developed, and optimised responsive WordPress and WooCommerce websites for clients across multiple industries.
- Built dynamic WordPress solutions using Elementor and Crocoblock (JetEngine), including Custom Post Types, taxonomies, custom fields, dynamic listings, filters, and user-facing functionality.
- Developed tailored content management solutions using ACF and custom WordPress functionality.
- Translated Figma and Adobe designs into responsive, accessible websites using HTML, CSS, JavaScript, and WordPress.
- Improved user journeys and conversion performance through UX improvements, CRO, landing page optimisation, and A/B testing.
- Managed website migrations, maintenance, technical troubleshooting, plugin conflicts, security, and performance optimisation.
- Collaborated directly with clients and technical and non-technical stakeholders to translate business requirements into effective web solutions.

WEB DEVELOPER

Funded Trading Plus

01/2024 – 06/2026

- Developed custom Gutenberg components and WordPress plugins to support scalable content management and feature delivery.
- Improved site stability by approximately 30% through proactive plugin management, conflict troubleshooting, and ongoing platform maintenance.

- Reduced regression issues by around 40% by implementing automated end-to-end testing with Playwright.
- Maintained and enhanced custom WordPress themes, delivering responsive front-end improvements using PHP, JavaScript, HTML, and CSS.
- Developed Custom Post Types and dynamic content structures to improve content management flexibility.
- Translated marketing briefs into Figma UI components, landing pages, and reusable WordPress components.
- Used Git-based version control to manage development workflows and website changes.
- Supported the transition of a live platform towards a Next.js architecture while maintaining WordPress stability and performance.

ONLINE CUSTOMER EXPERIENCE MANAGER

Chert Group

01/2021 – 01/2023

- Led the redesign and optimisation of a large-scale e-commerce website with 2,000+ products, improving site architecture, user journeys, and customer experience, resulting in a 30% increase in conversion rates.
- Delivered scalable e-commerce features across WordPress/WooCommerce and Magento, improving product discovery, navigation, checkout experiences, and overall storefront performance.
- Leveraged analytics, user behaviour insights, and experimentation to identify friction points, implement UX improvements, and increase engagement.
- Applied CRO and A/B testing to consumer-facing pages to improve user journeys and conversion performance.
- Enhanced technical SEO foundations through schema implementation, structured data, performance improvements, and search optimisation strategies.
- Partnered with marketing and cross-functional teams to deliver campaign landing pages, product launches, and digital enhancements aligned with commercial objectives.

E-COMMERCE WEB DESIGNER/DEVELOPER

Chert Group

01/2020 – 01/2021

- Built and optimised responsive e-commerce websites using Magento and WordPress/WooCommerce, developing product listing pages, landing pages, and promotional experiences.
- Improved search visibility through technical SEO audits, structured data implementation, and on-page optimisation across e-commerce platforms.
- Delivered custom landing pages and front-end solutions using PHP, HTML, CSS, JavaScript, Magento, and WordPress.

- Enhanced content and product management processes by improving CMS workflows and reducing update time for product catalogues, campaign pages, and digital content.

EDUCATION

COMPUTER SCIENCE

Houdegbe North American University – Bachelor of Science

Bachelor of Science degree in Computer Science, providing a strong foundation in web development, architecture, and programming principles.

SKILLS

WordPress	Expert
WooCommerce	Expert
PHP	Expert
JavaScript	Expert
HTML	Expert
CSS	Expert
Custom Post Types	Expert
Front-end Development	Expert
Back-end Development	Expert
Git Version Control	Expert
Automated Testing	Advanced
CI/CD Workflows	Advanced
Content Management	Expert
Responsive Design	Expert
Mobile-first Development	Expert
Technical SEO	Advanced
Structured Data & Schema	Advanced
Conversion Rate Optimisation	Advanced
Accessibility Auditing (WCAG)	Advanced
Lead Handling	Advanced
Magento	Advanced

A/B Testing

Advanced

Verbal Communication

Expert

RIGHT TO WORK

Based in the UK with full right to work. No visa sponsorship required.