

CHINOMSO ONU

Senior WordPress Designer & Support Specialist

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PROFESSIONAL SUMMARY

Results-driven Senior WordPress Designer & Support Specialist with 7+ years of experience building high-performing WordPress websites and maintaining their reliability through proactive technical support. Combines deep visual design expertise with strong backend capabilities, fluent in Elementor, custom HTML5/CSS/PHP, cPanel, DNS, and Cloudflare. Headed a web design department for 3+ years as Director of Web Design, managing 50+ client websites simultaneously and delivering measurable outcomes including a 90% conversion rate increase, 95% page load improvement, and 80% organic traffic growth. Available for remote roles across EMEA, US, UK, and Canada.

KEY ACHIEVEMENTS

90%	95%	50+	80%
Conversion Rate Increase	Page Load Improvement	Sites Maintained (99.9% Uptime)	Organic Traffic Growth

PROFESSIONAL EXPERIENCE

Director of Web Design

Nov 2022 – Nov 2025

Exponential Media · Full-time · Baltimore, MD · Remote

- Headed the web design department for 3+ years, owning design vision, standards, and end-to-end delivery for all web projects while serving as the primary client-facing lead.
- Led a team including a senior web designer and two interns mentored into junior web designer roles; oversaw a 10-person graphic design team, contributing to scouting, interviews, and onboarding.
- Managed the full project lifecycle for 20+ WordPress sites, from wireframing to custom Elementor builds, all delivered on time.
- Provided daily WordPress support and maintenance for 50+ client websites across US and EMEA markets, debugging plugin conflicts, theme errors, and compatibility issues.
- Resolved complex technical issues with custom CSS/PHP solutions; managed cPanel environments, DNS configurations, and Cloudflare setups for clients migrating hosts.
- Integrated on-page SEO frameworks into every project, significantly improving organic visibility.
- Maintained detailed documentation of recurring issues and solutions, building a team knowledge base.

Senior Web Designer & Team Lead

Jul 2022 – Nov 2022

Exponential Media · Full-time · Baltimore, MD · Remote

- Promoted within 4 months; took ownership of design quality and delivery across all client web projects while continuing hands-on builds.
- Established design standards and brand consistency across projects, with cross-browser and cross-device compatibility on every delivery.
- Applied weekly updates to WordPress core, plugins, and themes with testing protocols and rollback procedures.
- Began mentoring the team's first interns, who later grew into junior web designer roles.

Web Designer

Apr 2022 – Jul 2022

Exponential Media · Full-time · Remote

- Built and maintained high-end WordPress websites; promoted to Senior Web Designer within 4 months.
- Developed wireframes and sitemaps to streamline design and align client goals early in the project lifecycle.
- Integrated third-party tools including Calendly, Mailchimp, and Live Chat to enhance user engagement.

Lead Landing Page Specialist

May 2022 – Nov 2025

Broker Lead Factory (Subsidiary of Exponential Media) · Part-time · United States · Remote

- Achieved 90% increase in conversion rates across landing page campaigns through rigorous UX iteration.
- Delivered 95% improvement in page load times via asset optimisation, script reduction, and WP Rocket caching.

- Maintained and optimised 30 high-traffic WordPress landing pages with daily health checks and update management.
- Set up and troubleshooted Google Analytics, Google Tag Manager, and conversion tracking implementations.
- Debugged Elementor-specific conflicts between page builder elements and third-party plugins.
- Applied A/B testing and data analysis to continuously improve page outcomes and ROI.

Head of IT & Web Administrator

Sep 2018 – Jul 2019

Flexi Africa · Full-time · Zimbabwe · Remote

- Managed web server configurations and user access rights for an e-commerce platform, ensuring 99.9% uptime.
- Troubleshooted WooCommerce payment gateway issues, recovering 50% of previously failed transactions.
- Reduced site load times by 80% through image optimisation, code minification, and caching implementation.
- Applied security updates, monitored for malware, and implemented security hardening measures.

Multimedia Designer & Web Support

Nov 2018 – Apr 2022

CityFam Marketing & Promotions · Freelance · United States · Remote

- Produced high-converting graphics and visual assets for marketing funnels and digital campaigns.
- Maintained brand consistency across platforms, creating visuals for new city chapters and digital initiatives.
- Managed multimedia content strategy, ensuring video and audio assets were optimised for web performance and SEO.

Creative Director

Jan 2018 – Mar 2021

Easy Media Nigeria · Full-time · Lagos, Nigeria

- Boosted client revenue by 68% through optimised e-commerce design and strategic UI/UX improvements.
- Increased website traffic by 80% by implementing on-page SEO frameworks and performance-focused design.
- Improved conversion rates by 50% for e-commerce clients by streamlining the checkout user journey.
- Achieved a 90% Customer Satisfaction Index, delivering high-fidelity brand packages for diverse clients.

Senior Graphic Designer

Jul 2016 – Jan 2018

Easy Media Nigeria · Full-time · Lagos, Nigeria

- Delivered web design, branding, digital, email newsletters, print collateral, and presentations.
- Collaborated with content and development teams on SEO and digital marketing clients.
- Communicated with clients via email, phone, and video conference to present concepts and gain approvals.

TECHNICAL SKILLS

WordPress & CMS	WordPress, Elementor, Divi, Avada, WooCommerce, WP Rocket
Frontend Development	HTML5, CSS3, PHP, Responsive Design, Cross-browser Testing
Design Tools	Figma, Adobe XD, Adobe Illustrator, Photoshop
Performance & SEO	Core Web Vitals, Technical SEO, WP Rocket, CDN, Lazy Loading, Image Optimisation
Server & Hosting	cPanel, DNS Management, Cloudflare, PHPMyAdmin, SSL Configuration
Analytics & Tracking	Google Analytics, Google Tag Manager, A/B Testing, CRO
Support & Debugging	Plugin/Theme Debugging, CSS/PHP Fixes, WooCommerce Support, Ticket Management
AI & Emerging Tools	Claude Code (Agentic Workflows), Gemini Gem, Stitch

LICENCES & CERTIFICATIONS

- Certified Phishing Prevention Specialist (CPPS) - Hack & Fix, Dec 2025
- Video Editing Advanced - Descript, Feb 2026
- Google Cybersecurity Specialization - Google
- Technical SEO Certification
- Certificate in Web Design
- Diploma in Web Development
- Diploma in Graphic Design

EDUCATION

Bachelor's Degree, Plant Biotechnology

2016

University of Benin, Nigeria

A rigorous science degree that developed analytical thinking, research methodology, and complex problem-solving skills directly applied to diagnosing UX friction points, analysing website performance data, and finding creative technical solutions for complex web builds.

VOLUNTEERING

- Director of Social Media - The Rebel With A Cause (TRWAC) CIC (Jan 2024 – Present)
- Online Coach - YALI RLC West Africa (May 2017 – Dec 2019)

LANGUAGES

- English - Native

References available upon request · Portfolio: chinomsowonder.com/portfolio