

FRANK BAIRD

Senior Software Engineer | Full-Stack (PHP · Laravel · Vue · MySQL)

Cincinnati, OH 45215 • +1 859 391 6065 • frank@bairdinfotecholutions.com • bairdinfotecholutions.com

SUMMARY

Senior full-stack software engineer with 15+ years building and scaling web applications on the LAMP/LEMP stack, specializing in Laravel, Vue.js, and MySQL. Experience spans high-volume travel commerce, federal court legacy modernization, healthcare SaaS, and eCommerce operations. Comfortable owning the full lifecycle — architecture, development, API integration, CI/CD, and Linux server infrastructure — as both an individual contributor and a team lead. Also ships native iOS apps (Swift/SwiftUI) as an independent developer.

TECHNICAL SKILLS

Languages: PHP, JavaScript, TypeScript, SQL, HTML/CSS; working knowledge of Python and Swift

Backend: Laravel (Eloquent, Horizon, Sanctum, Jetstream, Cashier, Nova, Forge, queues/Redis), REST API design, monolith / SPA / microservices architectures

Frontend: Vue 2 & 3 (Options and Composition API, Pinia, Vuex, Vue Router), Tailwind CSS, Bootstrap, jQuery, Node.js

Databases: MySQL, PostgreSQL, MariaDB, MongoDB, Redis, FileMaker

Cloud & DevOps: AWS, GCP, Azure, Docker, CI/CD (GitHub, GitLab, Bitbucket, Azure DevOps), Linux server administration (Nginx, Apache, SSL/TLS), Laravel Forge, on-prem

Integrations: Stripe, Authorize.net, Twilio, Google Workspace & Maps APIs, QuickBooks, HelloSign, Clever, PointClickCare, reCAPTCHA/hCaptcha

EXPERIENCE

Senior Software Engineer Oct 2024 – Present

Pavlus Travel — Albuquerque, NM (Remote)

- Lead development of end-to-end software solutions — backend systems, frontend interfaces, and internal business applications — for one of the nation's largest travel agencies.
- Architect and optimize MySQL schemas and queries for high-volume datasets (75k+ records across itineraries, sailings, and pricing), ensuring integrity and performance under load.
- Build and maintain PHP applications in a WordPress/Laravel environment, including custom plugins, API endpoints, and CLI utilities that automate data ingestion, synchronization, and reporting.
- Design and manage API integrations with external travel vendors (cruise lines, tour providers, booking systems) for real-time data exchange.
- Own server provisioning and deployment (Ubuntu, Apache/Nginx, SSL/TLS, cron, S3) and Git workflows including branching strategy, code review, and CI/CD automation.
- Partner with design, product, operations, and marketing to translate business requirements into technical solutions that improve customer booking experiences.

Principal Consultant / Senior Full-Stack Engineer Oct 2018 – Present

Baird Information Technology Solutions — Cincinnati, OH

Independent consultancy delivering Laravel/Vue applications across healthcare, insurance, eCommerce, education, and government. Select engagements:

- **U.S. Sixth Circuit Court of Appeals (Cincinnati, OH):** Project lead for a team modernizing legacy systems onto Laravel; backend-intensive work with Vue frontends and Redis-backed Laravel queues.
- **Illumifin (Greenville, SC — Remote):** Senior full-stack engineer on the CareExchange healthcare platform (Laravel/Vue); built features, fixed bugs, and led discovery for the Vue 2 → Vue 3 upgrade path.

- **Third Party Solutions (Tampa, FL — Remote):** Feature development for a SaaS platform with a companion mobile app; microservices architecture on AWS with Laravel, MongoDB, Redis, and Horizon.
- **Soshemo (co-founder):** Software architect for a reporting and communication portal helping school districts coordinate resources for at-risk students; designed, built, and deployed the full stack (LAMP).

Lead Full-Stack Developer (PHP/Vue) Mar 2021 – Jan 2023

VGM Forbin — Waterloo, IA (Remote)

- Led greenfield full-stack application builds on the custom development team using Laravel and Vue on GCP (LEMP stack).
- Built and maintained custom client APIs and integrated numerous third-party services.

Lead Full-Stack Developer (PHP/Vue) May 2020 – Mar 2021

Same Day Supply — Cincinnati, OH

- Designed and built the company's warehouse management system, tracking inventory from vendor purchase orders through customer fulfillment and returns.
- Integrated QuickBooks and other operational APIs; delivered on a Laravel/Vue/Tailwind stack supporting daily eCommerce operations.

Lead PHP Developer Oct 2018 – Jun 2020

BlueSky Creative — Cincinnati, OH (Remote)

- Lead software engineer on key client projects, overseeing developers and infrastructure personnel in an Agile process.
- Developed marketing and survey platforms on Laravel with Vue, Blade, Bootstrap, and Tailwind frontends.
- Provisioned and maintained AWS instances and handled domain, DNS, and SSL management.

IT Director / Lead Software Engineer Jan 2012 – Jun 2020

Reading Community City Schools (HCC) — Cincinnati, OH

- Directed all district technology: network, servers, telephony, security/intrusion detection, help desk, and mobile device management; administered Google Workspace and Active Directory.
- Designed and built TAUM, a SaaS asset and user management system (LAMP, OO PHP, MVC) automating account creation/suspension and device check-in/out via the Google Directory API and Clever.

INDEPENDENT IOS PRODUCTS

- **GardenPin** — AI-powered plant identification and garden mapping app (SwiftUI, StoreKit 2 freemium model). Live on the App Store.
- **Fretkit** — guitar and bass fretboard learning app with interactive scales, chord library, circle of fifths, and an on-device chromatic tuner (SwiftUI, freemium with lifetime unlock). Live on the App Store — fret-kit.com.
- **SavorKeep** — recipe saving and organization app (SwiftUI). Live on the App Store.

EDUCATION & CERTIFICATIONS

B.S., Information Systems / Software Engineering — University of Phoenix 2011 · GPA 3.87

Machine Learning Specialization — Stanford / DeepLearning.AI in progress

Certified FileMaker Developer — Soliant Consulting 2010