

CV · 2026

Konrad Sroka



Developer & designer
WordPress · Digital products
Growth engineering

● OPEN TO WORK

Part-time or full-time

Remote, Düsseldorf or Bangkok

WEB

🌐 konradbuilds.github.io

EMAIL

✉ cunraid@gmail.com

PROFILES

🔗 github.com/konradbuilds

🌐 profiles.wordpress.org/konrads

🌐 linkedin.com/in/konradsroka

15+ years shipping products from idea to launch.

15+ years

WordPress & BuddyPress

1M+ downloads

free theme, WordPress.org

#1 Google rankings

on a surf store's range

10+ years

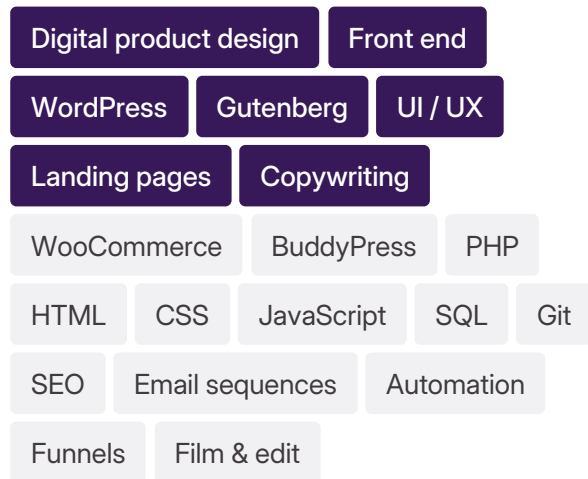
running my own online course

**Designing it, building it,
and writing the words
that actually sell it.**

Two startups co-founded, themes and plugins released,
and client projects in production for over a decade.

I love UI design, crafting the main vibe and message,
and taking an idea to a finished product.

SKILLS



GOOD AT

- Taking a product from idea to launch
- Growth engineering: SEO, email, funnels, automation
- Finding the gaps & fixing what leaks
- Helping product teams, agencies and startups ship what they planned

Either way: product ownership, from idea to finish.

OPEN SOURCE & SPEAKING

FRESH

Konrad's Editable HTML

WordPress plugin · 2026

Switch hard coded theme parts into blocks with 1 click, just paste back 1 line into your theme, and clients can edit these nasty spots now! No React, no build step. Move off classic themes, pain-free.

AI Cost Estimator

Free web tool · 2026

Know what an AI feature costs per month before you build it. 12 models compared, the abuse case included. One HTML file, no backend, no signup.

OLD BUT GOLD

Custom Community

WordPress theme · 2010–2016

One of the most downloaded themes on WordPress.org for years, 1M+ downloads. Free and premium versions. Acquired by Macho Themes in 2016.

_tk starter theme

WordPress starter theme · 2013

Built on _s by Automattic and Bootstrap. 400+ GitHub stars, 150 forks, featured in WordPress publications.

BuddyForms & more plugins

WordPress plugins · 2016

A WordPress form builder. Core plugin plus add-ons for ACF fields, submission moderation and more. Also smaller plugins like WooCommerce BuddyPress Integration and TK Google Fonts.

Speaking at WordCamps

WordCamps · 2011–2012

Talks on BuddyPress and theme development at WordCamps in Switzerland and Germany.

WORK HISTORY

2025 – now

Remote

Mirror Mirror mirrormirror.au

Lead developer & designer

In Australian cosmetic medicine, most of the words people search with are banned from the page. Type four letters of one and the search answers with the legal term instead.

A directory of verified practitioners, built with the owner, a branding agency, the legal team and one other developer. Practitioners apply with their documents and stay invisible until the owner approves them by hand: only then do the badge and the public profile go live. Search by name, treatment, keyword, distance or map, across 50+ treatments.

Launched December 2025. Reference letter from the founder - on konradbuilds.github.io

2016 – now

Australia, remote

Permaculture Course Online permaculturecourseonline.com

Co-founder

From \$12k pre-sales to 8,000+ students, running for over 10 years. The Permaculture Design Certificate, online, with a team of teachers and a student community.

I did the lot: start a pre-sales campaign, film and edit 100+ lessons, design and build the course platform, all workflows and automations, email sequence, free course, etc. The whole system, build, design, wording, course lessons, ... It is a passion project and we have accompanied over 8,000 students into their sustainable life vision.

I'm also the course's front desk: I answer student emails in HelpScout and assign course submissions to the teachers.

41.9% average email open rate · **7–9%** upgrade to the full course

2010 – now

EU, Australia, remote

Konrad Sroka

Developer & designer · WordPress, digital products, growth

WordPress sites, stores and web applications. Designed and built, often with the copy and the long-term SEO as well. Landing pages, funnels, email sequences, and the automations that keep them running.

Ocean Addicts - a local surf store taken online in 2015. #1 on Google for its main product lines, and still working together.

2010 – 2014

Germany

ThemeKraft themekraft.com

Co-founder

WordPress startup selling themes and plugins, focused on BuddyPress and WooCommerce. Left in 2014 and moved to Australia; the company was acquired in 2024.

2009 – 2010

Germany

Toshiba Europe

Product conformity & compliance

Process management projects around regulatory requirements across countries and product parts.

LANGUAGES

English Fluent

German Native

Polish Native

Thai Intermediate

TOOLS

Claude

ChatGPT

Git

Figma

Adobe CS

Premiere Pro

After Effects

Kit (ConvertKit)

Zapier

Google Analytics

Search Console

Ahrefs

SEMrush

Google Workspace

Slack

Trello

Other PM software

..actually, too many to list. Tools are tools.

EDUCATION & EARLY WORK

2007 – 2009

Germany

Freelance

Graphic & web design

2003 – 2007

Germany

ALUNORF

Quality management

Apprenticeship in industrial business management, focused on quality and process management.

2003

Germany

Abitur (Highschool)

Alexander-von-Humboldt-Gymnasium



Konrad Sroka

Developer & designer · WordPress
Digital products · Growth engineer

cunraid@gmail.com · konradbuilds.github.io

● OPEN TO WORK