Pramod Sunkara

Senior Web Developer | UI/UX Designer

+1 817-437-4139
sunkara.pramod@gmail.com
pramodsunkara.com

PROFESSIONAL SUMMARY

Senior Web Developer and UI/UX Designer with 19+ years of experience designing, building, and optimizing high-performing marketing websites and digital campaigns for SaaS and enterprise organizations. I combine hands-on front-end expertise with UX led design thinking to translate marketing goals, audience insights, and growth initiatives into intuitive, accessible, and conversion-driven web experiences that increase engagement and measurable pipeline impact.

EXPERIENCE

Camunda Inc
Senior Web Developer - *Jan 2021 to Present*

Responsible for Camunda's global web presence, delivering high-performance websites, landing pages, microsites, and event platforms. Acted as the conduit between Creative and Web Marketing teams, led special web initiatives, optimized conversion and traffic performance, and drove continuous UX improvements through research, analytics, and modern web technologies.

- Developed and executed high-performance web experiences across multiple channels, ensuring optimized traffic, improved engagement and increased conversions.

- Served as the bridge between Creative, Marketing, and Web teams, translating design concepts into scalable, production-ready UI/UX implementations across all web properties.

- Initiated metrics-driven UI/UX implementations focused on improving conversions.
  Key Achievement: Transformed site navigation through a mega menu redesign, improving UX and platform feature visibility and delivering a 2X increase in user engagement within 4 weeks (30.8K clicks).

- Primary owner for special web initiatives, including campaign-focused microsites, event platforms, and integrated marketing experiences.

SumTotal Systems | Skillsoft
Digital Marketing Manager - *Nov 2006 to Dec 2020*

Responsible for designing, developing, and optimizing global web platforms, marketing campaigns, and event websites for SumTotal Systems / Skillsoft. Led multi-language website development, brand refresh initiatives, demand generation campaigns, email marketing assets, and SEO (organic and PPC) strategies. Collaborated closely with design and marketing teams to deliver high-quality, responsive, and accessible web experiences, while ensuring performance, search visibility, and conversion optimization across enterprise web properties.

- Led digital marketing operations with a strong emphasis on web experience, conversion optimization, and performance reporting. Directed UX improvements across enterprise websites supporting multiple geographies and languages.

- Managed large-scale website initiatives, microsites, and campaign-focused properties. Established UX and design standards to improve consistency and scalability.

- Successfully led three full-scale company website rebrand initiatives from concept to launch.

SKILLS & ABILITIES

- Responsive, mobile-first web design and development
- Strong working knowledge of HTML5, CSS3, and JavaScript
- Advanced CSS layouts, animations, and interaction patterns
- Cross-browser and cross-platform compatibility
- Performance-aware UI implementation and optimization
- Modern CMS platforms and web ecosystems (WordPress, headless concepts)
- User-centered and human-centered design principles
- Information architecture, user flows, and journey mapping
- Design systems, reusable components, and scalable UI patterns
- Accessibility-first design (WCAG 2.1 compliance)
- AI-Driven Design & Development: Leveraging generative AI tools to accelerate UX research, content creation, prototyping, and conversion optimization.

TECHNICAL SKILLS

- **Tools & Platforms**: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, WordPress, CRAFT CMS, Sitecore, Elementor, HubSpot, Marketo, Web Analytics, A/B Testing, Usability Testing, Accessibility Tools.
- **AI-Assisted Design & Development Tools**: ChatGPT, Claude, Perplexity, Lovable, Cursor, Google AI Studio, Figma AI, Framer AI, Adobe Firefly.

PROFESSIONAL CERTIFICATION COURSES

- **Google UX Design Professional Certificate, 2025**
- **Generative AI: Introduction and Applications by IBM, 2025**
- User Experience Fundamentals for Web Design
- Microsoft Professional Program in Front-End Web Development
- WordPress Essential Training

EDUCATIONAL HISTORY

- Pursuing Micro Master's degree in Leadership and Service Innovation UQ Business School, Australia
- Bachelor's Degree Computer Science / Information Technology Andhra University 2006

AWARDS

- **Above & Beyond Award** - *SumTotal Systems*
- **Employee Achievement Award** - *Skillsoft*
- **Spot Award** - *SumTotal Systems*