Dmitriy Korenyako

Product Designer with 15+ years of background in UI/UX.

Experience in producing efficient user-centered design solutions from defining the problem to delivering a final product. Strong skills in ideation and art direction. Able to function as a project leader as well as an individual contributor. Passionate about customer experience and all aspects of design.

### PORTFOLIO

Phone:

+7 (905) 000-4567

Email: adrfon@mail.com

LinkedIn: www.linkedin.com/in/dfrenyako

Country of residence: Russia, ready to relocate, Visa assistance needed

www.portfolio.url **SKILLS**

**UX:** prototypes, mockups, analysis, user flows, personas

### EXPERIENCE

Digital Manager — **De Fonseca**, Moscow

MAY 2018 - PRESENT

Italian home slippers brand №1

* Managed all digital activities of De Fonseca in Russia.
* Designed the global website with localization in multiple languages.
* Created a UX that resulted in 53% increase of conversion rate.
* Built and delivered a digital strategy which led to a 388% increase of online sales
* Increased brand awareness and achieved 5x increase in branded search traffic

## Art Director — **Leto**, Moscow

AUGUST 2016 - APRIL 2018

Russian leading digital agency, part of Ark Scholz & Friends Group

* Oversaw the art direction and design for a variety of clients including Anheuser-Busch, Bosch, Ferrero, Hyundai, Imperial Tobacco, Mercedes- Benz, PepsiCo, Philip Morris, KFC, Kotányi, Mazda, SCA (Essity), Pizza Hut, Saint-Gobain, Unilever, Valio, X5 Group.
* Led the UX/UI of the client’s internal app from scratch to delivery that

effectively saved POS maintenance costs up to 70%

* Led the website design for a leading food retailer from analytics and user research to production-ready UI.
* Built new internal processes for rapid design and prototyping with InVision

and Marvel

**Tools:** Figma, Photoshop, InVision, Marvel, Excel, PowerPoint, Jira

**Methodologies:** Agile, Design Thinking, Customer Development, Customer Journey Map, Jobs-to-be done

**LICENSES & CERTIFICATIONS**

# Google Digital Garage,

## The Fundamentals of digital marketing

JUNE 2021

**Google Analytics**, Google Analytics Individual Qualification

JUNE 2021

**Accenture**, Digital Skills: User Experience

MAY 2020

Designer **— KupiVIP**, Moscow

NOVEMBER 2015 - AUGUST 2016

Largest Russian flash sales website, backed by Accel, Intel and Mangrove

* Designed the website with 1,5 million MAU being the only UX/UI designer in the company.
* Accomplished project in a strict deadline timeframe

Designer — **SpaceBox**, Moscow

MAY 2014 - OCTOBER 2015

Design consultancy specialized in e-commerce and large-scale intranet portals

* Designed a CRM for the biggest Russian online library.
* Conceptualized the intranet UI for one of the largest real estate companies
* Successfully designed websites for six company clients.

**EDUCATION**

# Russian Academy

**of Public Administration**, Moscow — *Diploma*

NOVEMBER 2005 - AUGUST 2006

Passed final exam with Distinction Television director,

Diploma

# Moscow State University of Printing Arts, Moscow

— *Uncompleted*

SEPTEMBER 1996 - JANUARY 2001

Completed 5173 hours towards a BFA.

### EXPERIENCE (continued)

Product Manager — **Apartama**, Moscow

SEPTEMBER 2011 - FEBRUARY 2014

Startup, social commerce platform and furnishing marketplace

* Initiated and completed redesign that led to a 5% (1:20) conversion.
* Boosted number of user registrations, increased customer purchases by 34%
* Progressed with the company's growth, beginning as a designer and promoted to product manager.
* Spearheaded a cross-functional team of 5.

## Lead Web Designer — **KM**, Moscow

SEPTEMBER 2010 - AUGUST 2011

The oldest Russian news portal and encyclopedia

* Led redesign of the main website with 3+ million MAU
* Created 120+ unique pages ahead of schedule.

Designer — **RBC Soft**, Moscow

AUGUST 2009 - SEPTEMBER 2010

Major Russian software company, part of RBC (RosBusinessConsulting) media group

* Designed Russian government websites for Ministry of Telecom and Mass Communications, Ministry of Economic Development and Federal Service for Supervision in Education and Science.
* Developed numerous PowerPoint decks which helped to secure over $5

million in funding and investments.

Designer, **DJEM Solutions**, Moscow

OCTOBER 2007 – MARCH 2009

Art Director, **BCD Group**, Moscow

MAY 2003 – SEPTEMBER 2007

Art Director, **New Publishing Projects**, Moscow

JULY 2002 – MAY 2003

Web Designer, **EuroAddress**, Moscow

OCTOBER 2001 – JUNE 2002

Designer, **Gazeta.ru**, Moscow

SEPTEMBER 1999 – OCTOBER 2001

Web Designer, **Triumvirate**, Moscow

OCTOBER 1998 — MAY 1999

Game Artist, **ElectroTECH Multimedia**, Moscow

SEPTEMBER 1997 — MARCH 1998