

Anton Korenyako

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Portfolio: korenyako.github.io/portfolio

**Lead product designer & art director. 15+ years in UI/UX, branding, web & mobile.
Consumer apps & B2B SaaS (e-commerce, HR-tech, cloud)**

PROFESSIONAL EXPERIENCE

Product Designer & Art Director - Freelance

January 2023 - Present

- Led end-to-end UX/UI design for a large-scale cloud data-center platform
- Define and launch MVPs for early-stage fintech, e-commerce, and consumer startups

Expert & Thesis Supervisor - Netology Learning Platform

January 2023 - Present

- Guide students through final thesis projects in mobile app design
- Provide expert feedback and mentoring in UX/UI best practices

Lead Product Designer - Sberbank

March 2022 - December 2022

- Led design for multiple products within the Pulse HR platform (250 K DAU)
- Designed two adaptive admin panels from scratch, simplifying core HR workflows
- Pulse HR platform received the iF Design Award 2022 for Interfaces for Digital Media

Digital Marketing Manager - De Fonseca

April 2018 - November 2021

- Oversaw digital presence of Italy's top home-slippers brand across CIS markets
- Designed and launched a multilingual e-commerce website from scratch
- Managed end-to-end site operations, including payment gateway and delivery integration
- Developed and executed marketing strategy, boosting branded search traffic 5x and driving sales

Digital Art Director - Leto (Scholz & Friends)

August 2016 - April 2018

- Designed apps and websites for Bud, KFC, METRO, PepsiCo and other clients
- Conducted user research and analytics to inform UX improvements
- Designed the POS management app UI, reducing client maintenance costs by 70%

Web Designer - KupiVIP

November 2015 - July 2016

- Worked on Russia's largest flash-sales website (3.5 M MAU), backed by Accel, Intel & Mangrove
- Served as the sole designer for desktop and mobile

EARLIER EXPERIENCE

Web Designer - SpaceBox (June 2014 - October 2015)

Product Manager - Apartama (September 2011 - February 2014)

Lead Web Designer - KM (October 2010 - September 2011)

Designer - RBC Soft (September 2009 - September 2010)

CERTIFICATIONS

Enterprise Design Thinking Practitioner - IBM

January 2022

Foundations of User Experience (UX) Design - Google

August 2021

Digital Skills: User Experience - Accenture

May 2020

EDUCATION

Russian Academy of Public Administration, Moscow

Television Director

November 2005 - August 2006

Moscow State University of Printing Arts, Moscow

Graphic Design

September 1996 - January 2001