

Anton Korenyako

Turin, Italy

Email: anton.korenyako@gmail.com

LinkedIn: [linkedin.com/in/korenyako](https://www.linkedin.com/in/korenyako)

Portfolio: korenyako.github.io

PROFESSIONAL SUMMARY

15+ years in digital design across startups and global brands like KFC, Bud, PepsiCo, and Sberbank. Led design for an award-winning HR-tech platform (iF Design Award 2022) with 250K+ daily users. Helped early-stage teams go from zero to MVP, launch faster, and attract first users with clear, scalable design.

PROFESSIONAL EXPERIENCE

Product Designer & Art Director - Freelance

Jan 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

Jan 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

Mar 2022 - Dec 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 (Interfaces for Digital Media)

Digital Marketing Manager - De Fonseca

Apr 2018 - Nov 2021

- Oversaw digital presence of Italy's top home-slippers brand across CIS markets
- Designed and launched a multilingual e-commerce website from scratch
- Oversaw full-stack site operations including payments and logistics
- Boosted branded search traffic 5× through integrated marketing strategy

Digital Art Director - Leto (Scholz & Friends)

Aug 2016 - Apr 2018

- Designed websites and apps for clients like Bud, KFC, METRO, and PepsiCo
- Conducted UX research and analytics to guide design improvements
- Designed the POS management app UI, cutting client maintenance costs by 70%

EARLIER EXPERIENCE

Product Designer - KupiVIP

Russia's largest flash-sale platform (3.5M MAU), backed by Accel, Intel & Mangrove

Nov 2015 - Jul 2016

<https://www.crunchbase.com/organization/kupivip>

Web Designer - SpaceBox

Digital agency

Jun 2014 - Oct 2015

Product Manager - Apartama

Early-stage consumer startup

Sep 2011 - Feb 2014

<https://www.crunchbase.com/organization/apartama>

CERTIFICATIONS

Enterprise Design Thinking Practitioner - IBM, Jan 2022

Foundations of User Experience (UX) Design - Google, Aug 2021

Digital Skills: User Experience - Accenture, May 2020

EDUCATION

Russian Academy of Public Administration, Moscow

Television Director

2005–2006

Moscow State University of Printing Arts, Moscow

Graphic Design

1996–2001