

# Anton Korenyako

**Country of residence:** Russia (Moscow)

**Status:** Ready to relocate, Visa assistance needed

**Phone:** +7 (905) 538-3676

**Email:** [anton.korenyako@gmail.com](mailto:anton.korenyako@gmail.com)

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

**Portfolio:** <https://korenyako.github.io/portfolio/>

**Key Skills:** User Experience Design, Visual Design, UI, UX, Interface Design, Prototyping, Wireframing, User Research, Interviews, User Flows, Personas, Art Direction, Design Thinking

**Software:** Figma, Adobe Photoshop, InVision, Marvel, Microsoft Excel, Microsoft PowerPoint

**Designer and Art Director with a background in UI/UX and e-commerce.**  
**10+ years of experience in producing efficient user-centered design solutions from defining the problem to delivering a final product.**

## PROFESSIONAL EXPERIENCE

### UI/UX Designer - Freelance (Moscow, Russia)

**May 2010 - Present**

- Developed a UI kit with 200+ components for CRM startup.
- Created a UX for delivery service app based on Next Billion Users design principles.
- Prototyped a new feature to enhance the leading ride-hailing platform in Southeast Asia.

### Digital Manager - De Fonseca (Moscow, Russia)

**May 2018 - Present**

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

### Art Director - Leto (Moscow, Russia)

**August 2016 - April 2018**

- 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, Kotanyi, 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.

### UX/UI Designer - KupiVIP (Moscow, Russia)

**November 2015 - August 2016**

- Designed the website with 1,5 million MAU being the only UX/UI designer in the company.
- Accelerated prototype development, enabling the company to bring a new mobile app to market within a strict deadline.

## **UI Designer - SpaceBox (Moscow, Russia)**

**May 2014 - October 2015**

- 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 6 company clients.

## **Product Manager - Apartama (Moscow, Russia)**

**September 2011 - February 2014**

- 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, Russia)**

**September 2010 - August 2011**

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

## **Designer - RBC Soft (Moscow, Russia)**

**August 2009 - September 2010**

- Designed websites for the Ministry of Telecom and the Ministry of Economic Development.
- Developed numerous PowerPoint decks which helped to secure over \$5 million in funding and investments.

# **EDUCATION**

## **Russian Academy of Public Administration, Moscow**

### **Diploma**

**November 2005 - August 2006**

Television director

Passed final exam with Distinction

## **Moscow State University of Printing Arts, Moscow**

### **Incomplete Bachelor's Degree**

**September 1996 - January 2001**

Graphic Design

Completed 5173 hours towards a BFA.

# **CERTIFICATION**

**May 2020**

## **Digital Skills: User Experience**

Accenture