

# Anton Korenyako

Turin, Italy

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[korenyako.github.io/portfolio](https://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
- Design mobile apps from user flows and wireframes through production-ready mockups

### **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 modules within the Pulse HR platform (250 K DAU)
- Designed two adaptive admin panels from scratch, simplifying core HR workflows
- Prototyped and user-tested new features to improve task completion and overall user experience
- Conducted user research and maintained the design system for consistency across web and mobile
- 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%
- Introduced new prototyping processes using InVision and Marvel to accelerate iteration cycles

### **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