Anton Korenyako

Country of residence: Russia (Moscow)
Status: Ready to relocate, Visa assistance needed
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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, Photoshop, Miro, InVision, Marvel, Excel, PowerPoint

UX Designer with 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
- Designed several CRM systems using Ant Design and MUI.
- 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)
April 2018 - November 2021
- 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 - July 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)
June 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)
October 2010 - September 2011
- Led redesign of the main website with 3+ million MAU.
- Created 120+ unique pages ahead of schedule.

Designer - RBC Soft (Moscow, Russia)
September 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

Enterprise Design Thinking Practitioner
January 2022
IBM

Foundations of User Experience (UX) Design
August 2021
Google

Digital Skills: User Experience
May 2020
Accenture