

# Anton Korenyako

Place of residence: Bar, Montenegro

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

**Designer and Art Director 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

January 2023 - Present

### Lead Product Designer - Sberbank

March 2022 - December 2022

- Led the design of several products for the Pulse HR-Platform (DAU – 250K).
- Designed two admin panels from scratch
- Prototyped several new features which increased customer experience.

### Digital Art Director - De Fonseca

April 2018 - November 2021

- Led the design and development of 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 3x increase in online sales.
- Increased brand awareness and achieved a 5x increase in branded search traffic.

### Digital Art Director - Leto (Ark Scholz & Friends Group)

August 2016 - April 2018

- Oversaw the art direction and design for a variety of clients including Anheuser-Busch, Ferrero, Hyundai, Mercedes-Benz, PepsiCo, KFC, Mazda, Pizza Hut, Saint-Gobain, Unilever, Valio.
- 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 research to production-ready UI.

### Web Designer - KupiVIP (Largest Russian flash sales website)

August 2016 - April 2018

- 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 (KupiVIP for Men) to market within a strict deadline.

**UI 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

**CERTIFICATION****Enterprise Design Thinking Practitioner**

January 2022

IBM

**Foundations of User Experience (UX) Design**

August 2021

Google

**Digital Skills: User Experience**

May 2020

Accenture

**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.