

# Anton Korenyako

**Country of residence:** Russia

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

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**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 15+ years of background in UI/UX.**  
**Experience in producing efficient user-centered design solutions**  
**from defining the problem to delivering a final product.**

## PROFESSIONAL EXPERIENCE

### Digital Manager - De Fonseca, Moscow

**May 2018 - Present**

Designed the global website with localization in multiple languages.

Created a UX that resulted in 53% increase of conversion rate.

Built and delivered a digital strategy which led to a 388% increase of online sales.

Increased brand awareness and achieved 5x increase in branded search traffic

### Art Director - Leto, Moscow

**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

**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 new mobile app to market in a strict deadline.

### UI Designer - SpaceBox, Moscow

**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 six company clients. 5 million in funding and investments.

## **EXPERIENCE (continued)**

### **Product Manager - Apartama, Moscow**

**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**

**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**

**August 2009 - September 2010**

Designed websites for Ministry of Telecom and 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 - Uncompleted**

**September 1996 - January 2001**

Graphic Design

Completed 5173 hours towards a BFA.

## **CERTIFICATION**

**May 2020**

### **Digital Skills: User Experience**

Accenture