Anton Korenyako

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PROFESSIONAL SUMMARY

Product designer who builds. 15+ years designing digital products — and shipping them. Enterprise platforms, startups, e-commerce. Led design for Pulse HR (250K daily users, iF Design Award 2022). Designed a cloud infrastructure platform solo — from zero to launched MVP in one year. Can code my own designs in React and Next.js. Build personal products from scratch — desktop apps (Rust + Tauri), data platforms (Next.js + Supabase).

PROFESSIONAL EXPERIENCE

Product Designer — Freelance

Jan 2023 – Present · Turin, Italy · Remote

– Designed an enterprise cloud platform solo — 50+ screens, complex configurators, billing, role-based access. From zero to launched MVP in one year.

– Designed MVPs for 2 startups: HotRoom (hotel booking app, launched on iOS & Android) and Batna (AI price negotiation platform — website, widget UI, pitch deck).

– Designed and coded a product website for FormEngine, a React form-builder tool — end-to-end in Next.js, from concept to production.

Lead Product Designer — Sberbank

Mar 2022 – Dec 2022 · Moscow, Russia · Hybrid

– Led design across multiple products within Pulse HR — an enterprise platform with 250K daily active users and 100+ HR services.

– Designed two admin panels from scratch — used by HR managers to configure workflows, manage employees, and run company-wide surveys.

– Platform received the iF Design Award 2022 for Interfaces for Digital Media. Part of a 25-designer team, one of 6 design leads.

Digital Marketing Manager — De Fonseca

Apr 2018 – Nov 2021 · Moscow, Russia

– Built a multilingual e-commerce website from scratch — design, UX, payment and delivery integration. Managed the full site lifecycle for 3+ years.

– Grew branded search traffic 5× through SEO and content strategy across CIS markets.

– Sole person responsible for all digital: website, social media, email campaigns, analytics.

Digital Art Director — LETO (Scholz & Friends)

Aug 2016 – Apr 2018 · Moscow, Russia

– Designed apps and websites for Bud, KFC, PepsiCo, and METRO at LETO digital agency (part of Scholz & Friends network).

– Designed POS management app for a restaurant chain — reduced client maintenance costs by 70%.

– Introduced InVision and Marvel for prototyping, replacing static mockups across the team.

EARLIER EXPERIENCE

Lead Web Designer — KupiVIP

Nov 2015 – Jul 2016 · Moscow, Russia

Russia's largest flash-sale e-commerce platform (3.5M MAU), backed by Accel, Intel & Mangrove

– Sole designer for desktop and mobile. Redesigned key pages and flows — catalogs, product pages, checkout.

Web Designer — SpaceBox

Jun 2014 – Oct 2015 · Moscow, Russia

Digital agency

– Designed a CRM interface for Russia's largest online library. Built an intranet UI for a major real-estate firm. Delivered websites for 6 B2B and B2C clients.

Product Manager — Apartama

May 2012 – Feb 2014 · Moscow, Russia

Furniture/renovation marketplace and social shopping startup

– Promoted from art director to product manager. Redesigned core product flows — visitor-to-customer conversion +5%. Launched purchase features — average order value +34%.

CERTIFICATIONS

Enterprise Design Thinking Practitioner — IBM, 2022

Foundations of User Experience (UX) Design — Google, 2021

Digital Skills: User Experience — Accenture, 2020

EDUCATION

Moscow State University of Printing Arts — Graphic Design, 1996–2001

Russian Academy of Public Administration — Television Director, 2005–2006

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