

Anton Tolkunov

Düsseldorf, Germany · Open to Remote or Hybrid Roles

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Professional Summary

Senior / Lead Product Designer with around 10 years of experience designing complex digital products across cybersecurity, e-commerce, travel, and digital services. Combines hands-on end-to-end product design with systems thinking, user research, experimentation, and cross-functional leadership across web, iOS, and Android products. Strong track record of redesigning critical user journeys, improving conversion, retention, and usability, and helping teams ship clearer, more scalable product experiences.

Core Skills

Product Design, UX Design, UI Design, Interaction Design, Service Design, Design Systems, Information Architecture, User Research, Usability Testing, Journey Mapping, Wireframing, Prototyping, Design QA, UX Strategy, Design Sprints, Workshop Facilitation, Stakeholder Management, Cross-Functional Collaboration, Mentoring, AI-Assisted Design, AI Workflows, Prompting for UX Documentation and Research, Figma, Sketch, InVision, Hotjar, Google Analytics, HTML/CSS, Agile, Scrum, Kanban, SAFe

Professional Experience

UX Expert / Senior Product Designer, Vodafone Group

Düsseldorf, Germany · 2020–Present

- Lead end-to-end product design for cybersecurity and digital wellbeing products across web, iOS, and Android for large-scale European markets including the UK, Germany, Italy, Spain, and Portugal.
- Owned product design work from discovery to implementation, including ideation, concept development, user research, prototyping, usability testing, delivery support, and design QA.
- Redesigned malware control flows for Vodafone Secure Net as the sole designer on the feature, contributing to a reduction in user drop-off from 60% to 20% across a rollout of about 0.5 million users in four markets.
- Improved key web dashboard journeys for Secure Net, contributing to lower drop-off, stronger usability scores, and increased app-install intent after redesign.
- Introduced design QA practices and used AI-assisted workflows to speed up UX documentation and research synthesis, helping product managers and engineers make faster user-centered decisions across teams.

- Mentored designers within and beyond the immediate team and supported stronger collaboration between design, product, QA, and engineering.

Senior UX Designer, [real.de Lebensmittelshop](#) (now [Kaufland.de](#))

Düsseldorf, Germany · 2018–2020

- Served as the sole UX designer in the team and established product design processes, including usability testing, design sprints, and closer designer-developer collaboration.
- Designed and improved core e-commerce journeys such as checkout, favourites, and category experiences.
- Contributed to increased conversion and customer satisfaction through research-led redesign of high-impact customer flows.

Digital Product Designer, [trivago](#)

Düsseldorf, Germany · 2016–2018

- Drove UX for internal B2B and B2E tools in the R&D organization, including talent, marketing, and analytics products.
- Planned and executed user research, design sprints, journey maps, usability tests, and high-fidelity prototypes for complex workflows.
- Contributed to the trivago Design Pattern Library and helped improve consistency across internal product experiences.

UX/UI Designer and Art Director, Freelance

Remote · 2012–2016

- Consulted startups and established companies on UX and product design for web apps, mobile apps, social platforms, e-commerce, online marketplaces, and e-government services.
- Led client engagements from discovery through presentation and coordinated the work of designers and front-end developers where needed.

Designer, Multiple Companies

St. Petersburg, Russia · 2008–2015

- Built a foundation across graphic design, web design, illustration, iconography, UI, and UX.
- Worked with startups, technology companies, magazines, and digital products, and spoke at industry events including World Usability Day 2014 and ProfsoUX 2015.

Mentoring

UX Design Mentor, ADPList

Remote · 2020–Present

- Guided multiple designers through practical improvements in design process, job application strategy, and professional development through focused mentorship sessions.
- Supported 4 long-term mentees in reaching their target roles through structured guidance, feedback, and accountability over time.

Education

AGENCY

Online · 2026–Present

AI in Design — practical exploration of AI and agent-based workflows for product design, research, documentation, and creative work.

Nielsen Norman Group UX Certification

London, UK & Berlin, Germany · 2018–2019

- UX Leadership
- Design Tradeoffs and UX Decision Frameworks
- Facilitating UX Workshops
- Lean UX and Agile
- Managing User Experience Strategy
- Analytics and User Experience
- Effective Ideation Techniques for UX Design

Artem Gorbunov Design Bureau

Moscow, Russia · 2011

User Interfaces and Information Design

Kymenlaakso University of Applied Sciences

Kouvola, Finland · 2008

Graphic Design, Media, Production · Erasmus exchange semester

Saint Petersburg State Polytechnical University

St. Petersburg, Russia · 2003–2008

Specialist degree in Applied IT in Design

Additional Information

Industries: Cybersecurity, E-commerce, Travel, Digital Wellbeing, Entertainment

Platforms: Web, iOS, Android, Windows, Smart TV

Languages: English, Russian, German B2 (in progress)