

DENIS SERDYUKOV

USER EXPERIENCE
DESIGNER

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PROFILE

Award-winning UX & Product Designer with a diverse design background, including architectural, graphic, and video design.

An advocate for constant iteration within the design process. Skilled in visual communication of design intent, and collaboration in interdisciplinary and agile environments. Forever eager to keep learning and stepping out of the comfort zone.

SKILLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Balsamiq
InVision
HTML
CSS

DESIGN PROCESS

Wireframing - Paper & Digital
Information Architecture
Persona Creation
Graphic Design
Agile Workflow
Video Design
Prototyping
User Flows

LANGUAGE

English
Russian

MISC

Professional writing
Public speaking

INTERESTS

Exploration of urban environments
Photography
Ice hockey
Creative & expository writing
Automobile modification & tuning

EDUCATION

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| OCTOBER 2019 - JULY 2020 | CERTIFIED UX DESIGNER
CareerFoundry |
| AUGUST 2013 - MAY 2018 | PROF. BACHELOR OF ARCHITECTURE
Summa cum laude
Illinois Institute of Technology - Chicago, IL |

PROFESSIONAL EXPERIENCE

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| FEBRUARY 2020 - PRESENT | FREELANCE UX DESIGNER
Working as a UX Generalist, tasked with end-to-end experience design and user advocacy on two inter-disciplinary projects: a brand and website redesign for a San Francisco tech startup and an independent native mobile app. |
| NOVEMBER 2018 - MAY 2020 | ARCHITECTURAL DESIGNER
SmithGroup - Chicago, IL
Involved in all phases of the design process as part of an integrated, multi-disciplinary team. Navigated research, creation of user flows, wireframing, and prototyping to deliver a \$32 million physical therapy building on time and on budget while being nominated as a finalist for a national design award. |
| JULY 2018 - NOVEMBER 2018 | ARCHITECTURAL ASSISTANT
Skidmore, Owings & Merrill LLP - Chicago, IL
Performing wireframing and prototyping duties under the Associate Director of design. Created client-facing presentation graphics, models, and other visual media to deliver schematic design for a Toronto corporate headquarters. |
| MAY 2016 - JANUARY 2018 | VISUAL COMMUNICATIONS DESIGNER
Kofman Technologies - Buffalo Grove, IL
Part of the marketing team, focused on building the brand identity for the startup. Using a highly diverse design background, created a full suite of project marketing material, including corporate logo, graphics, and video, which was instrumental in securing 2nd place at the national-level Conrad Spirit of Innovation Challenge. |

ACCOLADES

- TEDx SPEAKER: TEDx VERNON AREA LIBRARY - CROSSING THE LINE**
Using low-commitment interaction to bridge the cultural gap and strengthen relationships with our neighbors and co-workers of a different background.
- AIA HENRY ADAMS MEDAL RECIPIENT**
Award for "excellence in the study of architecture" given to the top student in a graduating class of an accredited Bachelor of Architecture program.
- GATLINBURG ICONIC TOWER COMPETITION: HONORABLE MENTION**
National competition for a tower and park design to spark tourism in Gatlinburg.