

DENIS SERDYUKOV

USER EXPERIENCE DESIGNER

- ☎ 224.619.0480
- ✉ denis@ds-design.online
- 🌐 ds-design.online
- in /in/denis-serdyukov-design

PROFILE

Award-winning designer with a diverse professional background, including UX, UI, product, architectural, graphic, SFX, motion, 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 CC (Ps, Ai, Ae, Pr, Id)
Balsamiq
InVision
Sketch
Figma
HTML
CSS
JavaScript

DESIGN PROCESS

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

LANGUAGE

English
Russian

MISC

Professional writing
Public speaking

VOLUNTEER WORK

CREATIVE DIRECTOR

Alliant Motorsports

LEAD COMMENTATOR

Lights Out Racing

EDUCATION

- 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

- SEPTEMBER 2019 - PRESENT **UX DESIGNER**
Working as a UX Generalist, tasked with end-to-end experience design and user advocacy on various inter-disciplinary projects including a re-branding and responsive, multiple screen size 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 **PRODUCT & VISUAL 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 given to the top student by academic performance in a graduating class of an accredited B.Arch program.

GATLINBURG ICONIC TOWER COMPETITION: HONORABLE MENTION

National competition for a tower and park design to spark tourism in Gatlinburg.