



Current location
Eindhoven

Portfolio (work in progress)
ijust.design

Contacts
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[LinkedIn profile](#)

I speak English,
Ukrainian, Russian,
and learning Dutch

Born on 28 of April 1989

From Kyiv, Ukraine

I enjoy climbing, design,
photography, reading,
and travelling

Den Tserkovnyi /tserkounij/

Lead UX Designer @ ASML

I like making other people's lives easier and better – that's why I spent **16 years** working in various parts of digital design and web development. Most of my professional interests revolve around user experience design, user research and team development.

Experience

ASML ASML Veldhoven, The Netherlands

- **Lead UX Designer** (2021–now)

 Studyportals Eindhoven, The Netherlands

• **UX Design Team Lead** (2016–2021)

Grown and coached the UXD team from 2 to 8 designers.

Set continuous user research and automated user recruitment.

Contributed to the redesign of the main pages of our products.

Facilitated numerous workshops and design sprints.

• **Product Owner & UX Designer** (2015–2016)

Stakeholder management, conceptualizing and prioritizing projects.

• **UX Designer & Scrum Master** (2014–2015)

Redesigned main Studyportals products and pioneered Scrum at Studyportals.

 Carte Blanche Ukraine Kyiv, Ukraine

- **Interaction Designer & Web Developer** (2005–2012)

 Freelance

- **Interaction Designer & Web Developer** (2004–2012)

Tools of choice: Sketch, Abstract, Figma, Illustrator, Photoshop, Design sprints, Design thinking, Kanban, Scrum, Jira, Confluence, Usability testing, Surveys, Customer journey maps, Workshops.

Public speaking

2020

UX camp Europe (online), **UXify** (online)

“Mastersportal Redesign: Horror or Love Story?”

2019

UX camp Europe (Berlin), **UX camp AMS** (Amsterdam)

“User recruitment automation: what doesn't bring you joy should be automated”

Fontys (Eindhoven), **Studyportals Academy** (Den Haag)

“User research for digital products”

2017

UX camp Europe (Berlin), **UX Camp NL** (Eindhoven)

“5 parallel design sprints. What possibly can go wrong?”

Studyportals Academy (Eindhoven)

“Build, Measure, Learn”

2016

Cogniance & Softserve (Kyiv), **UX camp AMS**,

Product camp (Amsterdam), **Exact** (Delft)

“Design Sprint”

UX Camp NL, **UXify** (Eindhoven)

“Combine design methods with agile and remain sane”

UX Camp Europe (Berlin)

“Design for evil”

Education

Eindhoven University of Technology (2012–2014)

PDEng in User System Interaction

Fast-paced projects with TU/e, Philips, Nedap in multidisciplinary and multicultural teams involving: rapid prototyping, programming, brainstorming, usability testing, and other user research methodologies.

Design case: “Airline Booking Flow Redesign” at SAS.

National Aviation University (2005–2011)

M.Sc. in Multimedia technologies

Thesis titled “Means of visualization in navigation design in public transportation”

Kiev Photo School (2008–2009)

Professional Photography

Travel Workshops

Certifications

IDEO U (2018–2019)

Designing Strategy

Leading for Creativity

Get it touch 🙌

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