



DANIEL AUGUSTYN-RUOKOKOSKI.

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Core Expertise

Digital Strategy, Transformation & Growth Management | Product & Service Performance Optimization | Demand, Lead Generation & CRO | CX Architecture & Excellence | UI/UX Design & Prototyping with AI

Digital Growth Manager

Digital Leader with 19+ years of experience specializing in global growth governance and large-scale digital transformations within the B2B and B2C domains. Proven track record in leading multi-industry digital performance optimizations, managing complex MarTech ecosystems (CMS, DAM, Marketing Automation, A/B tests, SEO/GEO optimization incl. AI citations audits, Analytics), and bridging the gap between global strategy and local market execution. Skillfully combines Digital Strategy, CX Architecture, Service and UX Design with Digital Performance Optimization and Agile Project Management. Operating on intersection of business, marketing, brand, comms, design, and engineering to drive measurable growth.

Capable of translating business strategy into digital solutions direction. Expert in translating complex stakeholders & user needs into actionable and prioritized solution requirements. Focused of managing change to deliver business value. Worked in corporate in-house functions, consulting firms and agencies for global clients across R&D, IT, Telecom, and Industrial sectors (e.g., Tieto, Nokia, UPM, Finnair, Outokumpu, Konecranes, F-Secure, WithSecure).

Recent Job

Senior CRO Manager | [RubyLabs](#) | 01.2026 - NOW

- **Full-Loop Ownership:** Driving measurable growth for the Hint app (with 10.000+ user daily, daily acquisition worth approx. 150K USD) by owning the end-to-end optimization cycle for front-end: Strategy → Research → Hypothesis → UX/UI Design → A/B Testing → Development → Rollout
- **Technical Requirements Definition:** Designing high-fidelity UI/UX mockups in Figma/VO/Lovable and partnering closely with engineers to ensure clean, reliable experiment implementation. Working with CMS and DAM to optimize solution delivery, prepare for development assets & support in release.
- **Data-Driven Decisions:** Pairing with data analysts to interpret A/B test results with statistical rigor (uplift, power, variant analysis) to decide whether to scale, iterate, or kill features.
- **Stakeholder Alignment:** Documenting learnings into structured testing roadmaps and presenting insights to product stakeholders to build momentum and alignment.

Relevant Past Experience

Digital Experience Manager | [WithSecure](#) | 05.2024 - 10.2025

- **Digital Transformation & Solution Ownership:** Defined and aligned comprehensive end-to-end digital vision and strategy for web (front-end & back-end), integrating service roadmaps, CRO approaches, and marketing/sales excellence goals with company growth objectives. Managing 3rd-party service providers.
- **Data-Driven Performance Optimization:** Monitored critical web, digital sales and marketing metrics and KPIs (traffic, conversion, engagement), ROI, implemented data-driven insights for performance improvement, and driving the exploration of AI/agent tools for web optimization.
- **Cross-Functional Delivery Alignment:** Acted as a strategic liaison, bridging business, brand, and development teams to transform digital strategy into actionable delivery; continuously integrated new solutions, including Generative AI, to optimize customer journeys and enhance lead generation.
- **UX/UI Leadership:** Led web/UX/UI strategy creation and prototyping, ensuring functional changes were validated through user research. Refined buyer journeys and sales tool integration, implementing strategies that significantly boosted conversions and improved user experience.
- **CMS Ownership:** Led the CMS development, component creation & template updates, and integration with marketing and sales tools (e.g. Salesforce)

Key Achievements: Increased digital engagement by 50% (from 2M to 3M monthly visits) and significantly enhanced visitor engagement, achieving approximately 5 minutes/visit on key product and solution pages, defined direct contact journeys with LDRs and sales, implementing a "see, try & buy" strategy that significantly boosted web conversions (approx. 5%) and improved the partner portal's usage. Aligned web content with a European-first approach and conceptualized a new strategy for managing partner content to support sales and business objectives.

UX Design Lead for Web | [F-Secure](#) / [WithSecure](#) | 08.2021 - 04.2024

- **Solution Ownership:** Led the comprehensive redesign of F-Secure's B2B digital web presence for its transformation into WithSecure, establishing new user experience, brand expression, content and architecture incl. GDPR and data strategy.
- **Frontend Orchestration:** Facilitated communication between design, IT, marketing, sales and development teams. Implemented web design systems and human-centered practices that significantly boosted traffic, engagement, and conversion rates.
- **Solution Experimentation Culture:** Introduced customer-centered design and a culture of experimentation to the organization.

Key Achievements: Orchestrated significant digital and brand transformation, conceptualizing and delivering a new online experience (design system, information architecture, content strategy, CMS UI) within 6 months that boosted monthly web traffic from 30K to 2M visits and improved web conversions from 1.2% to 4.5%. Established a Web Steering Group, integrated human-centered design, and optimized audience targeting, and buyer's journey while strengthening C-level digital strategy communication and deepening expertise in brand transformation.

Strategy Lead, Experience Design | [Wunderman Thompson](#) / [WPP](#) | 01.2021 - 08.2021

- **Web Solution Ownership:** Guided global clients (Manufacturing, Aviation, Telecom) in translating business strategy into impactful digital web experiences and service concepts.
- **Workshop Facilitation:** Led co-creation workshops to transform complex business requirements into user-friendly digital/CX strategies.
- **Project Delivery:** Digital projects delivery for global client accounts (Finnair, Nokia, Konecranes etc.). Aligned multidisciplinary teams, and deliver measurable improvements across diverse industries.

Key Achievements: Successfully delivered over 80 digital projects for 20+ clients, developing an exploratory, data-driven service design approach that translated business challenges into web development initiatives and opened new revenue streams, significantly strengthening client relationships and strategic design execution.

Senior Service Designer & CX Architect | **Mirum Agency** | 10.2017 - 01.2021

- **Solution Design & Delivery:** Designed and delivered digital web products and services for global B2B clients, integrating user research (incl. NPS), strategy, and design execution.
- **Change leadership:** Catalyzed agency transformation from traditional marketing to a customer experience-driven consultancy, shaping end-to-end journeys, personas, and service blueprints that significantly improved client engagement and business impact.

Key Achievements: Cultivated rapid client trust to expand digital service development and collaboratively transformed a traditional marketing/branding agency into a modern customer-centered digital consultancy by successfully integrating design thinking and shaping core agency delivery processes.

Senior Customer Experience Architect | **Tieto** | 03.2016 - 10.2017

- **Solution Ownership:** Defined and implemented comprehensive CX strategies and frameworks for digital web services, NPS surveys, integrating customer insights, business goals, and service delivery.
- **Solution Design & Delivery:** Designed end-to-end customer journeys, governance models, and measurement systems that significantly improved customer satisfaction and guided digital transformation for enterprise clients.

Key Achievements: Enabled organizations to transition from siloed initiatives to cohesive, customer-driven strategies, ensuring consistent and measurable customer journeys aligned with business objectives. Transformed customer feedback into actionable improvements and built frameworks for long-term CX maturity, significantly boosting customer engagement, loyalty, and measurable business impact, while advancing expertise in CX measurement and enterprise KPI setting.

Other Experience

Service Designer | **Tieto** | 01.2015 - 03.2016

Project Manager | **Tieto** | 01.2014 - 01.2015

Customer Service Manager | **Tieto** | 12.2010 - 12.2013

Test Manager | **Tieto** | 12.2009 - 12.2010

Test Engineer / Pre-Sales Process Coordinator | **Tieto** | 11.2008 - 12.2009

Test Engineer / Scrum Master | **TietoEnator** | 10.2007 - 10.2008

Software Tester | **TietoEnator** | 10.2006 - 09.2007

Education

Starting 05.2026 | Future AI Skills 3.0, Google Program for AI Leaders | **Google Poland in coop. with SGH**

2026 - NOW | AI Expert, Specialized Studies | **HAMK University of Applied Science, Hämeenlinna, Finland**

2012 - 2015 | MBA in Service Innovation & Design | **Laurea University of Applied Science, Espoo, Finland**

2008 - 2009 | Project Management, Specialized Studies | **Hanken School of Economics, Helsinki, Finland**

2002 - 2007 | M.Sc. in Computer Science & Econometrics | **K. Adamiceki University of Economics, Katowice, Poland**

Tools & Processes

Jira, Confluence, Figma, Adobe AEM / Drupal / Sitecore CMS Development, Salesforce (Marketing Automation, Surveys, Sales), DAM Development, SEO Optimization, Web Accessibility) Qualtrics Surveys, NPS, Qualified Chatbot, Google Analytics, A/B testing, e-Commerce, SoMe, HTML, CSS, JSON, Azure DevOps, Agile Development, Journey mapping, Service blueprinting, Personas definition, User research, Salesforce CRM, Power BI

Languages Spoken

English: Full Proficiency, **Finnish:** Intermediate, **Polish:** Native, **Swedish:** Elementary, **Czech:** Intermediate, **German:** Elementary, **French:** Elementary

Certificates

Transform business with Microsoft AI | Microsoft | 06.2025

Search Engine Optimization | Laurea UAS | 08.2020

Google Analytics Individual Qualification | Google | 08.2019

Interaction Design Foundation | IxDF | 07.2018

Certified SAFe Agilist | Scaled Agile | 05.2016

Certified SAFe Practitioner | Scaled Agile | 05.2016

Foundation Diploma in SoMe | Upskillist | 07.2015

ITIL v3 Foundation | Tieturi | 03.2012

Intermediate in Software Testing | ISEB | 11.2010

Software Tester - Foundation | ISTQB | 06.2008

Scrum Master | Tieturi | 05.2008



PwC STUDENT'S
COMPETITION
WINNER
2006



TIETO DATA
QUALITY
CHAMPION
2015



FINNISH WEB
AWARD GOLD BEST
B2B WEBSITE
2021



WITHSECURE'S
PERFORMER OF
THE YEAR
2023



VUODEN HUIPUT
SILVER FOR
MoMA WEB
2024