

# Daniel Augustyn - Ruokokoski

+358 (0) 40 353 91 39 | daniel.augustyn@gmail.com | Finland | [LinkedIn](#) | [Web](#)



## Digital Service Manager & Performance Optimizer

I have a long experience in helping organizations to **define, optimize, test, and manage digital services & products**. My background blends digital strategy, CX architecture, project management, service design, and UX/UI design, with IT service management, quality assurance and testing. I've worked with companies such as Tieto, Nokia, UPM, Konecranes, Outokumpu, Metso, UPM, Finnair, F-Secure, and WithSecure, gaining **hands-on experience** in service/product development and digital strategy & performance optimization.

My skills in Digital Transformation, IT Services, Agile Project Management, and Service Ownership help me **turn business strategy into action**, making sure every solution supports business goals. Having worked in consulting, agency, and in-house roles across R&D, IT, Telecom, Manufacturing, Design, and Marketing, **I enable organizations' digital growth** and build a stronger business impact. In each role, **I focused on understanding people's needs**, using data and analytics to build solutions, and shape initiatives that genuinely improve service functionality and customer experience.

### Core Expertise

Digital Strategy & Transformation | Service Performance Optimization & Growth | Experience Operations Improvements | Strategic Planning & Forecasting | Lead Generation & CRO | Data-Driven Decision Making | CX & Service Design Excellence | Market Intelligence & Competitor Analysis | Cross-Functional Team Leadership | Agile Project Management | AI Automation

### Recent Job

#### // Digital Experience Manager | 05.2024 - 10.2025 WithSecure Corporation, Helsinki, Finland

- **Strategic Digital & UX/UI Leadership:** Defined and aligned comprehensive digital vision and strategy, integrating web/UX/UI roadmaps, CRO, and marketing/sales excellence with overarching company growth objectives; spearheaded full-cycle UX/UI strategy, prototyping, and user validation for optimal customer experience.
- **Data-Driven Performance Optimization & Technology Governance:** Monitored critical digital metrics and KPIs (traffic, conversion, engagement), conducted A/B testing, and implemented data-driven insights for performance improvement; led web platform selection, integration, development, and global content governance for stability and compliance.
- **Cross-Functional Alignment & Innovation with Emerging Tech:** 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.

#### Key Achievements

- **Drove Digital Growth & Engagement:** Increased website traffic by 50% (from 1M to 3M monthly visits) and significantly enhanced visitor engagement, achieving approximately 5 minutes/visit on key product and solution pages.
- **Optimized Conversion & Lead Journeys:** Refined direct contact journeys with LDRs and sales, implementing a "see, try & buy" strategy that significantly boosted web conversions and improved the partner portal's usage.
- **Strategic Content & Partner Ecosystem Alignment:** Aligned web content with a European-first approach and conceptualized a new strategy for managing partner content to support overarching business objectives.

### Past Working Experience

#### // UX Design Lead for Web | F-Secure / WithSecure | 08.2021 - 04.2024

Led the comprehensive redesign of F-Secure's B2B digital presence for its transformation into WithSecure, establishing new user experience, brand expression, and content architecture. Implemented design systems and human-centered practices that significantly boosted traffic, engagement, and conversion rates.

#### // Strategy Lead, Experience Design | Wunderman Thompson / WPP | 01.2021 - 08.2021

Guided global clients in translating business strategy into impactful digital experiences and service concepts. Leveraged research, data, and co-creation to define comprehensive CX/UX strategies, align multidisciplinary teams, and deliver measurable improvements across diverse industries including telecom, manufacturing, aviation, and tech.

#### // Senior Service Designer & CX Architect | Mirum | 10.2017 - 01.2021

Designed and delivered digital products and services for global B2B and B2C clients, integrating user research, strategy, and design execution. 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.

- Senior Customer Experience Architect | Tieto | 03.2016 - 10.2017**  
Defined and implemented comprehensive CX strategies and frameworks, integrating customer insights, business goals, and service delivery. Designed end-to-end customer journeys, governance models, and measurement systems that significantly improved customer satisfaction and guided digital transformation for enterprise clients.
- Service Designer | Tieto | 12.2015 - 03.2016**  
Led the design and development of new digital services for enterprise and public-sector clients, focusing on user journeys, service blueprints, and co-creation workshops. Transformed complex IT support service processes into user-friendly, efficient, and scalable digital solutions, significantly improving adoption and customer satisfaction.
- Project Manager | Tieto | 01.2014 - 01.2015**  
Led the end-to-end integration of ITSM ticketing systems (ServiceNow) for over 35 enterprise and public-sector clients. Managed requirements, coordinated stakeholders, and ensured smooth project delivery from planning to launch, significantly improving operational efficiency, customer experience, and long-term client relationships.
- Customer Service Manager | Tieto | 12.2010 - 12.2013**  
Oversaw QA service delivery for enterprise clients (Nokia, NSN), serving as primary client contact and driving account planning and governance. Grew the service team by 283% (from 12 to 46 specialists) and boosted profitability from 5% to 20%, managing annual contracts worth €2-3M. This honed expertise in client relationships, vendor management, and service delivery governance.
- Test Manager | Tieto | 12.2009 - 12.2010**  
Led Quality Assurance (QA) for Nokia's first global B2B e-commerce program, overseeing functional, regression, integration, UAT, and beta testing. Introduced new processes and tools that significantly reduced program risks and enhanced service quality, earning direct client acknowledgment and expanding expertise across logistics, online sales, digital marketing, and payments.
- Test Engineer / Pre-Sales Process Coordinator | Tieto | 11.2008 - 12.2009**  
Leveraged QA expertise to support business development, helping Tieto shape and deliver testing service offerings. Coordinated the Global Delivery Model (GDM) project, defined and improved pre-sales testing processes, and created reusable frameworks and documentation, which collectively strengthened Tieto's new business acquisition and streamlined sales-to-delivery collaboration.
- Test Engineer / Scrum Master | TietoEnator | 10.2007 - 10.2008**  
Validated functionality, performance, and usability of complex telecom solutions for Nokia and NSN, including MMSc and Charging Network Element projects. Executed comprehensive functional, regression, and performance tests; introduced XML-based test automation using Robot Framework; and served as Scrum Master to facilitate agile delivery.
- Software Tester | TietoEnator | 10.2006 - 09.2007**  
Validated mobile network elements (HLRi) for Nokia, specializing in functional, system, and upgrade testing. Established comprehensive test environments and executed integration and validation tests, collaborating with developers to efficiently resolve defects. Contributed to customer documentation, significantly advancing expertise in telecom systems, upgrade testing, and commissioning test environments.

## Education

- 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. Adamceki University of Economics, Katowice, Poland

## Tools & Processes

Jira, Confluence, Figma, Adobe AEM CMS, Salesforce, Qualtrics Surveys, Qualified Chatbot, Google Analytics, e-Commerce, SoMe, HTML, CSS, JSON, Azure DevOps, Agile Development, Journey mapping, Personas definition, User research, Miro, Salesforce CRM, Qualtrics, Power BI

## Languages Spoken

**English:** Full Proficiency, **Finnish:** Low-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**