

Daniel Augustyn - Ruokokoski

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



Digital Manager, Strategic Designer & Change Maker

Digital Manager & Change Leader with a rich background in defining, optimizing, testing, and managing B2B digital services and products. Skillfully combines Digital Strategy, CX Architecture, Service Design, and UX/UI with IT Service Management, Quality Assurance, and Agile Project Management. Proven track record of translating business strategy into action in-house and for global clients (e.g., Tieto, Nokia, UPM, Finnair, Outokumpu, Konecranes, F-Secure, WithSecure), driving digital growth and enhancing customer experience through data-driven, human-centered solutions across R&D, IT, Telecom, and Manufacturing sectors.

Core Expertise

Digital Strategy & Transformation | Service Performance Optimization & Growth | CX 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 & CX/UX Leadership:** Defined and aligned comprehensive digital vision and strategy, integrating service roadmaps, CRO, and marketing/sales excellence with overarching company growth objectives; spearheaded full-cycle CX/UX/UI strategy, prototyping, and user validation for optimal user 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 & local 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 2M 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.

Relevant Past 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.

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, while strengthening C-level digital strategy communication and deepening expertise in brand transformation.

// 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.

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



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.

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

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.

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 | 12.2015 – 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

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