



HENNA HELMINEN

Anthropologist & Service Designer

I am a specialist in human-centred development with a strong background in social sciences, service design, and communications. In recent years, I've worked across both operational and strategic development, with a particular focus on enhancing digital services.

WORK EXPERIENCE

Service Designer | Consultant CGI 2023-Present

- Develop user-centred solutions for municipal authorities in cross-functional collaboration.
- Customer and user research, usability and accessibility testing, and process mapping and analysis.
- Workshops, training, communications and internal process development.

Digital Experience Specialist Aalto University 2022-2023

- Improving the user experience of the Aalto.fi website.
- Led and participated in service design-driven projects to develop internal communications and user-centred development.
- Trained staff in web content management and web design, and produced instructional material.

Communications Specialist | Benefit Administrator The Fund of Service Union 2020-2022

- Developed communications with service design.
- Designed and launched the fund's first social media channel.
- Participated in the launch of the fund's first website by designing layouts, creating content, and conducting testing.
- Processed unemployment benefit applications, acted as a system administrator, and maintained website.

Trainer | Service Specialist Kela, Social Insurance Institution 2017-2020

- Gathering information on employee training needs through observation and questionnaires.
- Developing educational tasks, delivering workshops and presentations.
- Training colleagues in social benefits, customer service, and IT systems.
- Advising customers in social benefits sometimes in close collaboration with social services.

EDUCATION

- Laurea University of Applied Sciences
MBA, Service Innovation & Design
2025
- University of Helsinki
Master of Social Sciences, Social and Cultural Anthropology, Sociology, Political Science
2020
- University of Helsinki
Communications, 30 ECT
2020
- Universität Münster
Medical Anthropology, 25 ECT
2014

COURSES

- 2024
AI in Society, University of Helsinki
Elements of AI, MinnaLearn
Ethics of AI, University of Helsinki
Design Anthropology, Anna Haverinen
- 2023
Futures Studies, University of Turku

PORTFOLIO & CONTACT

- 🌐 hennahelminen.com
- ✉ henna.helminen@gmail.com
- ☎ +358401740400
- 🌐 <https://www.linkedin.com/in/henna-helminen-4732ab192/>

STRENGTHS

- Empathy and human-centricity
- Curiosity and passion for learning
- Research methods
- Development of digital services
- Facilitation and training
- Communications
- Ethics of AI and its application
- Multidisciplinary collaboration and networking
- Holistic understanding and systems thinking