



# 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.

### 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

### 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*
- 2023  
*Futures Studies, University of Turku*

### PORTFOLIO & CONTACT

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