

HELLO, IT IS ME

# DANIEL AUGUSTYN

## SENIOR SERVICE DESIGNER + EXPERIENCE ARCHITECT

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Helsinki, Punavuori

### ABOUT ME

I am addicted to beautiful minds and empathy.  
My passion are people and their undiscovered needs and behaviors.  
I love to co-create and deliver values for people's life.  
I always look at myself through 4 quality lenses.



50% **CREATIVE**  
50% **ANALYTICAL**  
EXTROVERT MIND



STRATEGIC **LEADER**  
RATIONAL **THINKER**  
ORGANIZED **PLANNER**



HUMAN **FOCUSED**  
MULTICULTURAL  
FUTURES **ORIENTED**



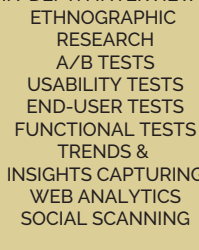
PROFICIENT @ **WORK**  
TECHNICALLY **SAVVY**  
RESULTS **DRIVEN**

### MY PROFESSIONAL "4 HATS"

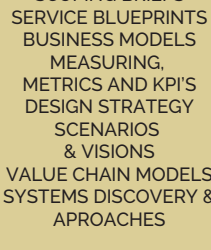
I'm Pi-shaped design professional with strong IT background in quality assurance, testing & project management. I'm holding a MBA degree in Service Innovation and Design and I work currently as Senior Service Designer where my focus is mainly on Experience Architecture & Design, Design research, Orchestration & Strategies and Facilitation. I gained my expertise in IT and digital projects working with B2C and B2B clients from around the world for past +14 years.



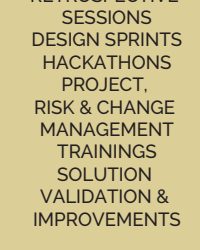
**Experience Designer**



**Design Researcher**



**Orchestrator & Strategist**



**Facilitator**

WEB FLOWS  
JOURNEYS  
PERSONAS  
CONTENT DESIGN  
INFORMATION  
ARCHITECTURE  
CONCEPT DESIGN  
EX/CX/UX DESIGN  
EMOTIONS DESIGN  
ACCESSIBILITY DESIGN  
INTERACTION DESIGN  
WIREFRAMES  
PROTOTYPES

SURVEYS  
OBSERVATIONS  
IN-DEPTH INTERVIEWS  
ETHNOGRAPHIC RESEARCH  
A/B TESTS  
USABILITY TESTS  
END-USER TESTS  
FUNCTIONAL TESTS  
TRENDS & INSIGHTS CAPTURING  
WEB ANALYTICS  
SOCIAL SCANNING

PRE-SALES PROPOSALS & SCOPING BRIEFS  
SERVICE BLUEPRINTS  
BUSINESS MODELS  
MEASURING METRICS AND KPIS  
DESIGN STRATEGY SCENARIOS & VISIONS  
VALUE-CHAIN MODELS  
SYSTEMS DISCOVERY & APPROACHES

WORKSHOP PLAN & FACILITATION  
RETROSPECTIVE SESSIONS  
DESIGN SPRINTS  
HACKATHONS  
PROJECT, RISK & CHANGE MANAGEMENT  
TRAININGS  
SOLUTION VALIDATION & IMPROVEMENTS

### MY LATEST WORK

10.2017 - NOW  
Mirum Agency Oy  
**Senior Service Designer  
+ Experience Architect**

I'm responsible to envision, concept, design and communicate products and services for our clients. I put special focus on research, concepts and design of digital touch point experiences. The other part of my job is to inspire and encourage people around me to utilise proven service design methods & tools, and create the work culture focused on experience initiatives.

#### My current work focus

- Customer experience strategy, architecture, concept & design (customer relationship level strategies, journeys definition, touch points ideation, personas development, customer feedback loop design, KPI's setting & measurement)
- User experience strategy, architecture, concept & design (user strategies on digital moments level, journeys definition, information architecture design, navigation design, user experience modules & elements design, taxonomies)
- Employee experience strategy, architecture & design (employee experience strategy, intranet design, physical & digital office spaces touch points design, employee experience KPI's definition)
- Digital Marketing & Growth architecture design (digital marketing touch points strategy, analytics interpretation, lead management - generation, nurturing and scoring elements design)

### MY PREVIOUS EXPERIENCES

During my journey within the industries, my focus has changed and developed in certain directions: engineering, management and design. This has given me cross functional experience from many fields that in one way or another blend into each other, such as service management & design, strategic work, user research and testing to name few.

**+14**

YEARS OF TOTAL  
PROJECT WORK

**+7**

YEARS IN  
DESIGN FIELD

**+4**

YEARS IN  
MANAGEMENT

**+5**

YEARS IN  
QA & TESTING



### MY DESIGN CRAFT

As a design thinker by heart I have a twist towards futures & systems thinking, and I'm actively promoting those approaches across different organizations. While responsible of defining and designing the "big picture", I have a creative eye for user experience nuances and I'm keen on finding the right future-proof design approaches and assuring quality & brand consistency for our clients.



### MY RELEVANT EDUCATION

2012 - 2015  
Laurea University of Applied Science, Espoo

**M.B.A in Service Innovation & Design**

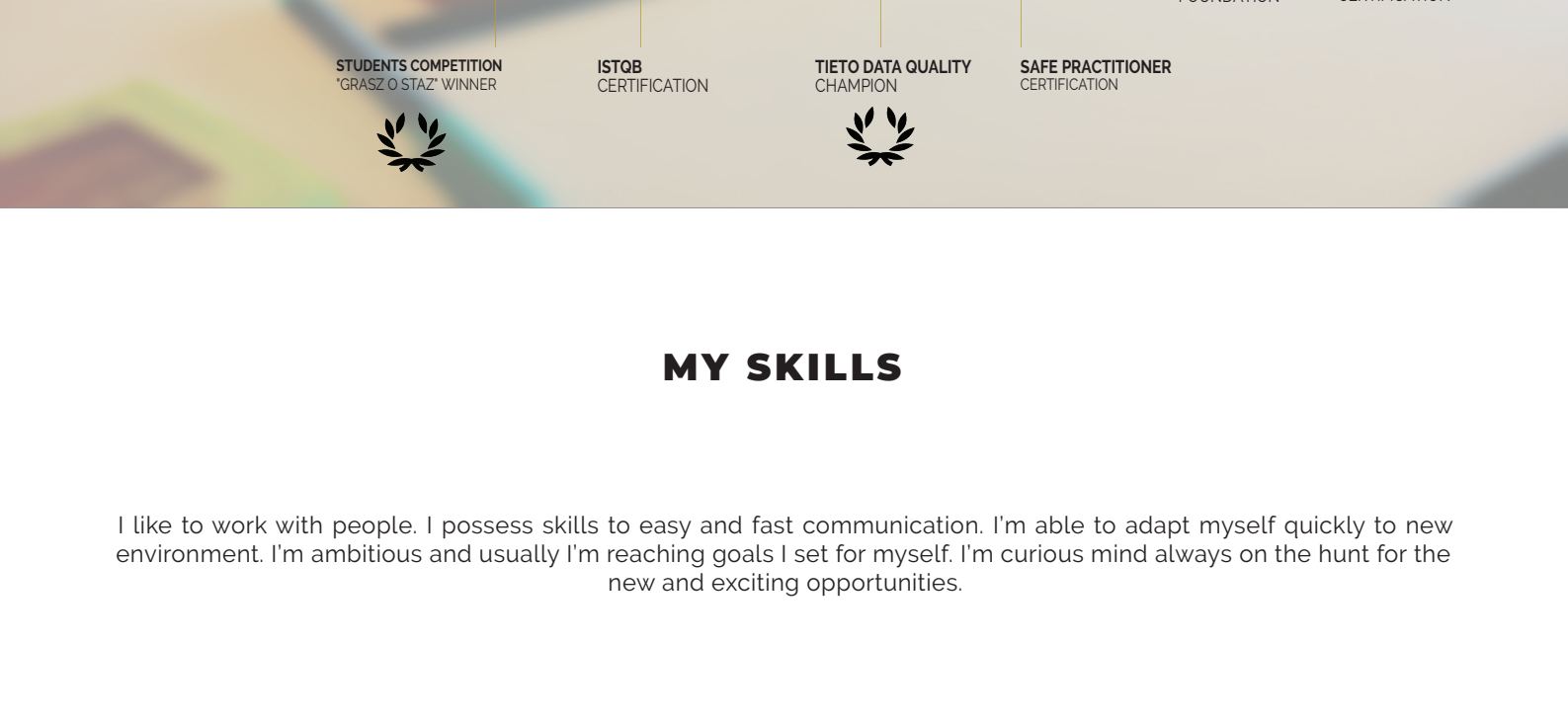
2008 - 2009  
Hanken School of Economics, Helsinki

**Open Studies, Project Management**

2002 - 2007  
K. Adamiecki University of Economics, Katowice

**Master of Science (M.Sc) in Computer Science & Econometrics**

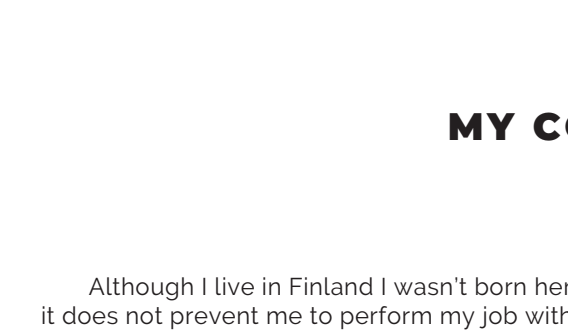
### MY PROFESSIONAL ACHIEVEMENTS



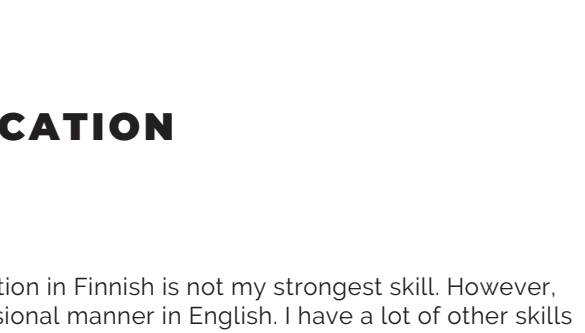
### MY SKILLS

I like to work with people. I possess skills to easy and fast communication. I'm able to adapt myself quickly to new environment. I'm ambitious and usually I'm reaching goals I set for myself. I'm curious mind always on the hunt for the new and exciting opportunities.

#### Professional

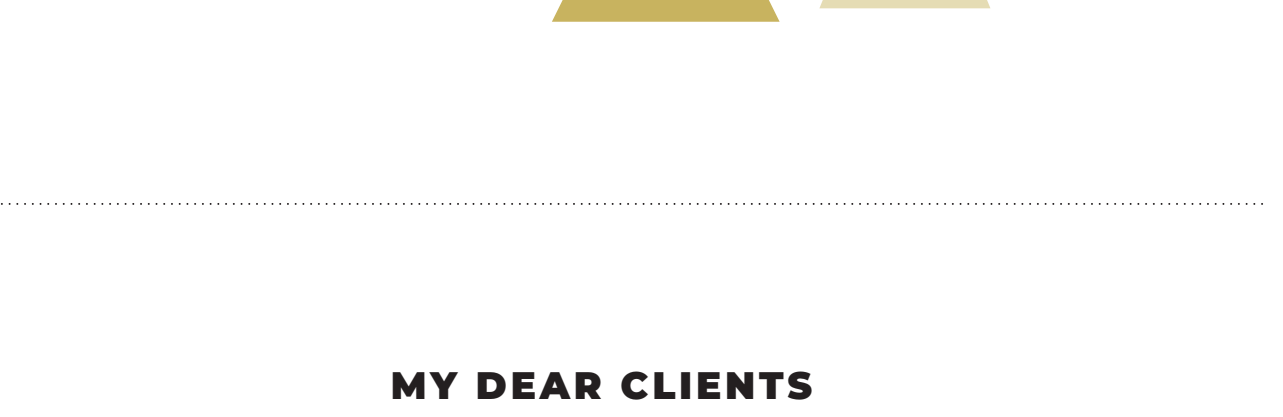


#### Personal



### MY COMMUNICATION

Although I live in Finland I wasn't born here so communication in Finnish is not my strongest skill. However, it does not prevent me to perform my job with the right professional manner in English. I have a lot of other skills that are the actual assets when it comes to Finnish business environment. My knowledge of other languages and cultures help me to operate easily in multicultural setup, seeing things from a bit different perspective, and challenge the way of thinking which is especially important in high-performing teams.



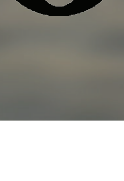
### MY DEAR CLIENTS



### MY LIFE

I live with my partner and my dog in peaceful Punavuori district of Helsinki. From my window I have a great view that always energize me to start the day the best I can. I like to spend free time with my friends, read scientific periodicals and books about sci-fi content, watch good movies and listen to alternative genre music. I love travelling and meet new people. I actively spend my time in rowing classes. In near future I would like to learn how to craft the pottery.

### MY PORTFOLIO IS HERE



WWW.DANIELAUGUSTYN.COM

DANNYS.BLUE.SPECS

DANIELAUGUSTYN

PIENI\_DAN

