



JONATAN SHAYA

Service designer & researcher

When I was a pastry chef, I showcased my passion for creativity, and now I have converged to service design. I took my passion from pastries and cakes and built it into a format that touches people's lives. I want to design meaningful and innovative solutions through visual and empathetic language. Let's make it happen together!

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Education

South-Eastern Finland University of Applied Sciences – Xamk

Bachelor degree in Service design
2019 - 2022

Stadin ammattiopisto

Vocational qualification in Food Production
Baker-confectioner
2013 - 2016

Interests



Visualization



Research methodologies



Multitasking



Ideation and innovation

Skills

Illustrator

Miro & Mural

Howspace

Figma

Photoshop

Languages

Finnish
Native

English
Fluent

Hebrew
Native

Work Experiences

2022 ->

Business Designer - Tietoevry

- Junior Business Designer's independent tasks in customer projects, sales support and internal development projects, such as analysis of customer-supplied and public materials, conducting customer interviews, documenting interviews and workshops, assisting in facilitating and facilitating workshops.

2019 -2022

Customer advisor - DNA Oyj

- Ensured both customer satisfaction and business growth by upholding DNAs customer experience standards in their customer support channels related to internet connectivity, DNA TV services, and mobile connections.
- Served as a bridge between customers and DNA by communicating feedback and adapting accordingly to amplify the customers' voice and close the feedback loop.
- Involved in projects aimed at optimizing the customer experience further to develop an interest in user research and understanding.

2020 - 2021

Service design trainee - Education gateway project, XAMK

- Planned, coordinated, and facilitated both remote and hybrid workshops for the purposes of mutual sense-making, alignment on project goals, and collaborative design.
- Lead planned and conducted quantitative and qualitative research into prospective students' and graduates' education-seeking habits.

2016 - 2018

Pastry chef - Gateau / Fazer Oy

- Coordinated multiple order workflows at once in a fast-paced and ever-changing work environment.
- Managed order processing, deliveries, sanitation, and quality assurance of 100+ orders a day.

Additional projects

Projects I contributed as a service designer during my studies:

- YIT:** Innovated customer-centric solutions for housing development.
- 9Solutions:** Analyzed and developed alarm system experience for the elderly in-home care.
- Maritime Center Vellamo:** Researched through observation, customer surveys, and workshops customer journeys and innovated solutions for better customer experiences.
- Created prototypes in both digital and physical form.
- Prepared a temporary company during the entrepreneurship course and prepared a business and marketing plan. Worked together with another vocational school to execute the marketing plan as a physical advertisement.

Activities & Accolades

- Participated in "Skills Finland 2017" confectionery Finnish championship qualifiers competition.
- Volunteered and participated in conferences and workshops as a technical assistant such as "Tulevaisuusverstaas 2021" by XAMK.
- Volunteered in the "A Home that fits" (oman muutoinen koti) project as part of a service design experiment of new housing solutions for teens and elderly.