

# Jonatan Shaya

Service & AI Designer  
Business & UX Strategist  
Product Thinker

Finland

## EDUCATION

### Bachelor's Degree in Service Design

XAMK

2019 – 2022

Focus on design thinking, facilitation, research, and innovation processes (240 ECTS).

### Vocational Qualification

Stadin Ammattiopisto

2013 – 2016

Food Production

## CORE SKILLS

- Service & Business Design
- AI Experience Design
- UX Research & Design
- Strategic & Product Thinking
- Prototyping & Visualization
- Co-creation & Facilitation
- Research & Analysis
- Accessibility Evaluations
- User Experience Strategy
- Prompt Design & Evaluation
- Content Strategy & Development



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Portfolio: [www.jonatanshaya.com](https://www.jonatanshaya.com)

## PROFILE

I began my career as a pastry chef — crafting experiences that combined creativity, precision, and care. Today, I bring that same mindset into design: shaping systems, services, and strategies that make complexity feel simple and human. More recently, that work has expanded into AI, from conversational assistants to AI agents for public services.

## EXPERIENCE

### Service & Business Designer

Tieto (formerly Tietoevry)

2022 – Present

Designing and leading service and AI projects across government and innovation sectors, combining UX, strategy, and communication to create measurable impact.

- Finnish ministry department – AI customer-service assistant (project lead)
- National employment service – AI agents for job listings
- Government agency – UX and service design for a national permit & supervision service renewal
- Public funding agency – Digital transformation playbook for companies
- Government agency – Multichannel service & knowledge base renewal
- Government agency – Unified customer satisfaction solution
- Government agency – CRM study for producer responsibility

### Service Designer

XAMK

2020 – 2021

Conducted user research, facilitated hybrid workshops, and co-created digital service concepts promoting regional education.

- Education Gateway Project

### Customer Advisor

DNA Oyj

2019 – 2022

Provided high-quality customer service while gaining a deep understanding of communication, user empathy, and service delivery processes.

## EXPERTISE

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### Languages

- English – Fluent
- Finnish – Native
- Hebrew – Native

### Technical

- Figma
- Miro & FigJam
- Adobe Illustrator
- Azure DevOps
- Confluence
- Claude, ChatGPT, Copilot Studio, Boost.ai

## PERSONALITY

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- Open-minded
- Goal-oriented
- Fast learning
- Team player
- Meticulous

## INTERESTS

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- AI and new technologies
- Human-centered innovation
- Gaming & interactive storytelling
- Design for social impact
- Travelling
- Music from the 80s–2000s
- Baking
- Nature & outdoor explorations

## HIGHLIGHTED PROJECT CASES

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### Project Lead & Conversational AI Designer

#### Finnish ministry department – AI customer-service assistant 2026

A Finnish ministry department needed a virtual assistant that answers its customers' questions reliably in Finnish, Swedish and English. I led the project from pilot to production, designing the assistant's content structure and conversations and testing them with real users.

- Launched in 2026 as a public service the client can maintain and develop independently.

### AI & UX Designer

#### National employment service – AI agents 2026

A national online employment service needed AI support to help employers write clearer, more complete job listings. I translated research into quality criteria, designed the agents' instructions, and set up a way to evaluate their output.

- Gave the service a clear, evidence-based way to judge AI quality before release.

### UX & Communication Designer

#### Government agency – Permit service renewal 2025

As part of a public-administration reform, a government agency needed to merge multiple permit systems into one national service. I led user research and co-creation workshops to map user journeys and bottlenecks, translating findings into prototypes that balanced policy, design, and technical perspectives.

- Resulted in a validated concept that became the foundation for national rollout, improving clarity and transparency for citizens and authorities.

## EXTRA

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### Creator

#### AI Experience Framework (Kokemustekijät) 2026

A framework for designing AI experiences: choosing the right tools, and deciding when AI genuinely improves a service and when it doesn't. Already used by other experts in the organization as a workshop tool in AI projects.

### Coach

#### Startup Refugees Hackathon 2025

Represented Tietoevry as a coach at the Startup Refugees Hackathon, mentoring diverse teams in developing real-world solutions for social and technological challenges.

- Helped and mentored participants refine ideas, build confidence, and present clear prototypes within a two-day design sprint.