

Sami Mäkelä

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Profile

Designing and building web services since 2008. Strongest at translating user needs into requirements developers can build from. Background spans product design, UX, project management and hands-on responsibility for an organisation's technology, including business systems, vendor selection and staff training.

Skills

- **Product:** Requirements definition, scoping, vendor management, backlog management, stakeholder communication
- **Research:** User interviews, contextual observation, personas, usability testing, NPS surveys
- **Design:** UI and UX design, design systems, accessibility
- **Writing:** UX copy, technical documentation, user guides, video tutorials
- **Build:** HTML, CSS, WordPress, Webflow, Eleventy, Plausible and Umami

Experience

IT and Digital Specialist (2020-present)

Merikratos Oy, Jyväskylä / remote

Responsible for technology and digital operations at a social services provider with around 80 employees across three sites.

- Technical lead on two client record system replacements. Worked from social care legislation to define system requirements, evaluated vendors and prepared decision material for management.
- Project manager for a custom HR app built by an external vendor. Sourced the vendor and defined requirements with the HR manager.
- Built the platform for the company's training business: Moodle, a custom video solution and a 4K in-house studio. Trained staff to light, record, edit and publish on their own. Tech costs under 0.5 % of training revenue.
- Data protection officer. Designed how information is shared and stored across the company, rolled out Microsoft 365 to all sites and trained staff on handling client data. Wrote the company's privacy notices.
- Set up email marketing from scratch on Mailchimp and later Sendinblue. Built consent, unsubscribe and deletion practices, and processes for collecting and cleaning contact data.
- Resolved deliverability issues with public sector recipients. Moved outreach to dedicated sending domains and managed DNS, SPF, DKIM and DMARC.
- Also device and access management, Tailscale for remote access, phishing simulations, social and health care professional card rollout, and staff documentation.

Designer and Project Manager (2018-2020)

CRM-service (now memberio), Jyväskylä

- Led design and project management for a rebuild of the platform's user interface.
- Interviewed users and watched them work, built personas and tested workflows from each user type's perspective.
- Planned and prioritised upcoming work with the development team in sprint planning and retros, mapping dependencies and blockers and dropping what was no longer relevant. GitLab issues and kanban.
- Scoped the rebuild to end-user views, since that's where sales were won. Left the admin views as they were.
- Designed new features around customers' established workflows rather than forcing them to change.
- Built the design system the rebuild was based on.
- Designed and helped develop the company's SIP-based call centre app for desktop and mobile. Electron, Vue and Cordova.

Designer (2016-2018)

Meiko Oy, Jyväskylä

- Designed online stores, interfaces and apps for clients including Masku, Puuilo, Uunisepät, Jari-Pekka and Sopimustieto (now Docue). Also brand development and user research.
- Introduced design systems and built the first one for Sopimustieto, a contract management product Meiko had a stake in. Sopimustieto was later sold to Sanoma.
- Built the company-wide workflow connecting client requirements, design and development.
- Co-founded a local design meetup and gave talks on the design-to-development workflow and accessibility basics.

UCrew and Student Partner Team Lead (2012-2015)

Microsoft, Finland

- Led a marketing team of about ten, responsible for Microsoft's student visibility in Finland. Recruiting, scheduling and event planning.
- Annual budget of around €100 000. Targets set by Redmond met every year.
- Led the Windows 10 launch event at Assembly Summer 2015.
- NPS surveys, content production and event production, including the Finnish site of the WoWzApp hackathon.

Self-employed

Creative Technologist (2008-present)

httpster.io, Jyväskylä

- Built complete online presences for small organisations, often their first: domain, website, and email on Google Workspace or Microsoft 365.
- Chose and explained technical solutions for clients without technical expertise. Delivered to the client's own environment or hosted and maintained, with minimal running costs.
- Logo and brand design, print material, email marketing, and video and audio production.
- Clients include actors, models, law firms, therapists, events and small businesses.
- Also data handling advice, accessibility reviews, maintenance and SEO.

Selected projects

Rojekti

github.com/httpsterio/Viksu-Rojekti

- Local-first kanban board for my own projects. Cards are plain Markdown files, so a board is just a folder that lives next to the code and gets committed with it.
- The cards double as notes on why things were built the way they were, readable later by me or by an AI agent without hitting an API. Tauri, Vue and TypeScript.

gotempo

github.com/httpsterio/gotempo

- Tray app for Linux and Windows that streams live heart rate from Bluetooth straps to OBS and ITGmania. Built in Go and Lua. Integrated and used at three private arcades in the Finnish dancing game esports scene.

Education

Bachelor in Information Systems (2019-present)

University of Jyväskylä, Jyväskylä

- 198 ECTS credits, GPA 3.8/5.
- Thesis: a literature review on dyslexia-friendly typefaces and what the evidence actually shows about whether they work.
- Key studies: information systems development, project management, databases, IT management, business studies.

Certifications and positions of trust

- Certified ScrumMaster (CSM), Scrum Alliance, 2016
- Member of the Supervisory Board, OSC, University of Jyväskylä, 2022-2023
- Communications Officer, Jyväskylä Engineering Students JIO ry, 2014-2015

Languages

Finnish (native), English (fluent), Danish (fluent), Swedish (good)

Interests

- **Making:** Music production and composing. Game jam game development with friends.
- **Playing:** ITGmania and Tetris.
- **Other:** Side projects, self-hosting on Linux, coffee, Japanese fusion jazz.