

JESSE HUUSARI

chief product officer at jobly · helsinki, finland

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profile

I'm a designer by origin and a product leader by trade. Twenty years of design and marketing taught me how a thing should look and feel; building those things with developers taught me to run the whole machine.

What I do best is see the whole picture early, including the layers of logic that automation demands, and start cutting it into buildable pieces while the room is still deciding what to build. My focus has shifted from individual features to how work is actually structured inside organisations, and where it starts to break down. Since generative AI arrived I have applied it where it does real work: cutting cognitive load, removing coordination nobody needs, and building systems that do not depend on one person staying available.

The standard I hold: services where the user comes first. No analytics built to be sold, no behavioural data traded, no consent banners smothering the thing someone came for.

selected impact 2022 -> 2026

applications	+110%
job-ad views	+42%
site visitors	+27%

Led the enrichment and restructuring of Jobly's entire job-ad data structure, its classification and taxonomy, for findability and usability. Continuously growing search traffic and a markedly better experience for job seekers, with nothing extra asked of the employers posting the ads.

experience

> Jobly.fi	2017 – present
alma media · helsinki	8 yrs 9 mos
\$ Chief Product Officer	jan 2024 – present
- Leads a six-person product team responsible for everything outside sales: site and product development, customer service, back office (Salesforce and integration development), and marketing. - Owns the products, their performance against what customers expect of them, and their development for both job seekers and employers. - Applies AI where it removes real friction: enrichment pipelines, automated job-ad video, Salesforce and integration architecture.	
\$ Product Owner, New Products	jan 2021 – dec 2023
- Built new products and development for Monster. The 2021 replatform onto new technology finally gave the team real control; owned the new site's visual identity within the global brand. - October 2022, Monster became Jobly. Took a far stronger role in the product itself and made the decisions that still define how the site feels: conversion-focused and job-search-first, closer to Google or Indeed than to a media site. Jobs sit at the centre, and so does finding, browsing and applying to them easily.	

experience (cont.)

- > **Jobly.fi** 2017 - present
alma media · helsinki - continued
- \$ Marketing Manager jan 2020 - jan 2021

 - Led all of Monster Finland's marketing: strategy and development, planning and execution, budget, analytics, optimisation and reporting, with Sales, Alma Media colleagues and partners.
 - Alongside: new product development with the Alma Talent development team, and design for marketing and product projects.
- \$ Marketing Designer nov 2017 - jan 2020

 - Owned the visual materials for the service, then trading under the international Monster brand, and stretched the site's visual elements as far as that brand allowed. Design-led development of Monster Finland's marketing: campaign sites, rich media (Celtra), business materials and HTML5 marketing across the Alma network.
 - March 2019: launched Tunto (tuntopalvelu.fi), "a TripAdvisor for jobs". Owned the UI/UX and the marketing design.
- > **Freelance Graphic Designer** aug 2003 - present
freelance marketing and creative services · helsinki 23 yrs
- Graphic design and art direction, alongside every role below.
 - Recent years: visual identity for bands, including album covers, shirts and posters (Bucket, Tacoma Rain, assorted punk bands), plus SEO and e-commerce consulting for private clients.
 - Earlier clients include BearIT, Viini-lehti, Nemesys, Wavescape Productions, Abhorrence, Sinitila, Akilles and Club Mega Therion.
 - It started in 2003 with a logo and cover art for a death metal band from Kotka.
- > **Art Director / Creative Digital Planner** feb 2011 - nov 2017
pop media oy · helsinki 6 yrs 10 mos
- Art direction, design and layout for Episodi, the Nordics' biggest film magazine, and its website, Finland's biggest film site. Nearly 100 issues.
 - Campaign and advertising design for web, print and TV; digital advertising solutions.
- > **Graphic Designer** aug 2008 - feb 2011
painonet oy 2 yrs 7 mos
- Print design and web-to-print software maintenance.
- > **Graphic Designer** sep 2007 - apr 2008
finnish defence forces · ruotuväki newspaper 8 mos
- Design, layout, marketing material and photography; also wrote an editorial and reviews.

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recognition

“Curiosity, willingness to develop himself and people around him. Fast, logical thinking and exceptional social skills rarely live in the same person – this time they do.”

360 review, alma media future leaders programme, 2023

2019 Colleague of the Year, Monster.fi

education

2004 – 2007 Porvoon Ammattiopisto · Printing Communication, Layout Producer

languages

finnish Native

english Professional working proficiency

selected skills

[product leadership] [design-led product development]

[ai-enabled product development] [systems thinking] [data-driven decision making]

[taxonomy & data structure] [ui/ux design] [art direction]

[integration & automation design]

selected projects

Kallio – One Day in Paradise Narrative point-and-click game set in Helsinki’s Kallio. Ink holds the narrative and the game state, a WebGL compositor draws it. AI-assisted by design: specified, curated and approved by hand, produced by models. In development.

Bandpit bandpit.app · a platform for bands, built end to end. Live in production.

ABYSS A private knowledge engine: reading, notes and correspondence ingested, cross-linked and quietly automated on a plain-text core.

daath.fi This site. Self-hosted, no cookies, no tracking, and a CV that follows whichever design you are reading it in.

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