YULIANA GUDYMA

Business Development | AI & Digitalisation | Project Leadership

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PROFILE

Business development and IT coordination professional experienced in taking digitalisation and AI initiatives from needs analysis and requirements through testing, implementation, follow-up and governance. Works at the intersection of business operations, IT, legal, information security, suppliers and users in a regulated environment. Combines strong operational understanding with product and process thinking and, since 2026, leads an organisation-wide AI review designed to support Unionens a-kassa's future AI strategy.

CORE EXPERTISE

Business development
Processes, needs analysis, decision support and prioritisation

AI implementation
Use cases, testing, quality, governance and human oversight

Project leadership
Coordination across business, IT, management and suppliers

Requirements & quality
Requirements, business testing, user testing and follow-up

Change & training
Implementation, communication, training material and adoption

Regulated environments
GDPR, information security, EU AI Act and traceability

PROFESSIONAL EXPERIENCE

Business Development & IT Coordinator

05/2023 - Present

Unionens arbetslöshetskassa, Stockholm

- Lead and coordinate digitalisation, AI and business development initiatives from identified need through implementation, follow-up and governance.
- Analyse business needs, inefficient workflows and risks, and prepare requirements, decision support, recommendations and governance needs.
- Coordinate business teams, IT, management and external suppliers, including testing, quality assurance, change communication and new ways of working.

Selected assignments and results

Organisation-wide AI review & future AI strategy 05/2026 - 01/2027	Lead an organisation-wide review covering value, legal requirements, GDPR, information security, the EU AI Act, human oversight, data quality, technology, ownership and governance. Deliverables include a prioritised use-case catalogue, roadmap, KPI proposals and strategic decision support.
AI Caseworker Assistant 2025 - Present	Led the initiative from proof of concept through test groups and workshops to implementation and continuous quality assurance of a source-based AI support tool for case officers. 70% of respondents stated that the assistant saves them time.
External AI Assistant - UNI 2025 - 2026	Led the business-side implementation, including requirements, user flows, testing, quality, privacy boundaries, fallback/feedback and escalation to human service. Also defined requirements for future analytics and follow-up.
AI IT Assistant 2026	Formally appointed project manager for internal AI support for IT procedures. Responsible for needs assessment, planning, coordination, testing and launch preparation.
Process development & Microsoft 365 2025 - 2026	Developed ways of working for intake, prioritisation and follow-up of business initiatives and built internal work and information spaces in Microsoft 365, including Teams, SharePoint, Lists, Planner, Loop and Stream.

Trainer / Business Tester - Case Management Systems

11/2021 - 05/2023

Unionens arbetslöshetskassa, Stockholm

- Trained employees in case management systems, new ways of working and functionality, and created training and support material.
- Performed business testing, documented defects and improvement proposals, and acted as a link between users and IT.

Unemployment Insurance Case Officer
06/2020 - 10/2021

Unionens arbetslöshetskassa, Stockholm

- Investigated unemployment insurance cases and applied legislation, procedures and quality requirements.
- Took early responsibility as a mentor and introduced new employees to workflows, systems and case handling.

ADDITIONAL EXPERIENCE

Youth Care / Treatment Specialist
2020 - 2025, part-time

Uppsala Municipality, Uppsala

- Worked with young people in acute and assessment settings, focusing on professional interaction, observation, documentation and relationship-building.
- Developed strong ability to communicate and work in a structured way in complex situations alongside other professionals.

Executive Assistant to CEO
2020

SweetPay / Financial Tech Sweden AB, Stockholm

- Supported the CEO and management with administration, project coordination, recruitment support and digital marketing in a fintech environment.

ENTREPRENEURSHIP & PRODUCT DEVELOPMENT

Founder & Product Developer - Föräldrakörkortet
11/2025 - Present

Independent venture / digital service

- Built a multilingual digital service from concept to product for parents of children aged 0-5, supporting immediate everyday situations, personalised journeys, assessments, educational programmes and AI-powered features.
- Own product strategy, UX/UI, user flows, prompt and safety design, content, quality assurance, analytics, SEO, marketing, pricing and continuous product development.
- Build with Lovable Cloud/Supabase and work hands-on with AI, databases, row-level security, product analytics and release/QA processes.
- The Föräldrakörkortet trademark was registered with the Swedish Intellectual Property Office (PRV) on 25 March 2026, registration no. 640712.

EDUCATION & CERTIFICATION

Bachelor of Science in Psychology - HR focus — **2016 - 2019**
Luleå University of Technology

Microsoft AI Product Manager Professional Certificate — **2026**
Coursera / Microsoft

SELECTED ACHIEVEMENTS

- Presented the AI Caseworker Assistant and the journey from idea to implemented solution at Lenovo Tech World in Stockholm on 12 November 2025.
- Hackathon project: WorkLife Compass, May 2026 - development of a digital concept/prototype with an AI and product focus.
- Bachelor thesis: quantitative study on stereotypes about detecting deception, Luleå University of Technology, 2019.

TOOLS & WAYS OF WORKING

Microsoft 365 (Teams, SharePoint, Lists, Planner, Loop, Stream) • Microsoft Copilot • Jira • Tableau • Hypergene • Lovable • Supabase • GitHub • Agile • Scrum • Kanban • SAFe • ITIL • pm3

LANGUAGES

Swedish - native/bilingual proficiency • Ukrainian - native/bilingual proficiency • English - full professional proficiency • Russian - very good proficiency • Spanish - currently developing