



Michelle Sahal Estimé

SENIOR SERVICE DESIGNER
AND SOCIAL JUSTICE
ADVOCATE

CONTACT

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PROFILE

Innovative, creative and professional. Specialized in solving complex challenges for the benefit of society and people, centering vulnerable groups in all my work. I am a positive and passionate team player and get excited about new, meaningful client projects.

LANGUAGES

Swedish - Native
Finnish - Native
English - Fluent
Spanish - Basic
French - Basic

REFERENCES

Available upon request.

EDUCATION

Laurea UAS

Master of Business Administration, focus on innovative digital services of the future, 2021

New York University

Master of Public Health, focus on international community health, 2012

University of Helsinki

Bachelor of Science, focus on genetics, 2010

WORK EXPERIENCE

Empact | September 2024 - present

- As **Co-Founder and lead inclusive designer**, I started the company to support NGOs, small businesses and communities to build an impactful, resource-wise and sustainable future.

Gofore | May 2021 - present

- As a **senior service designer**, I specialize in the public and third sectors and have successfully delivered over 20 projects for diverse clients.
- I co-created the Gofore Ethical Design framework and co-authored the [Ethical Design guide](#) to promote ethical, inclusive, and accessible digitalization.
- My work spans designing human-centered service concepts, defining digital platform requirements, and conducting extensive user research. I manage projects, collaborate with multidisciplinary stakeholders, and facilitate co-creation workshops, primarily within the public sector.
- Throughout my projects, I emphasize diversity, equity, and accessibility by ensuring that digital services meet the needs of all users, including people with disabilities. This includes designing with accessibility standards, assistive technologies, and neurodiversity in mind to create equitable and empowering user experiences.

Laurea University of Applied Sciences | Jan - Aug 2021

- My responsibilities as **project manager** of the Digital Wellbeing Sprint included coordinating everything related to the planning, implementation and reporting of the Sprint.
- Recruited, guided and lead the master level student facilitator team and bachelor level sprint teams.
- Collaborated with digital health startups and lead the communications activities.

The Finnish HIV Foundation / Hivpoint | May 2017 - Oct 2020

- As **communications specialist** I led all communications and advocacy activities, including social media, media relations, website and print in Finnish and English. I developed, analyzed and implemented all communications activities and supported specialists in writing content related to their own area of expertise.
- I used a design approach to redesign the organization's external [website](#). I targeted all 5 language versions to the needs of specific user groups.
- As **designer for multicultural HIV work**, I introduced communication, advocacy and wider outreach efforts into the multicultural portfolio. This contributed to a 30% increase in the target population HIV tested at Hivpoint.
- I led the co-creation of a peer education program, the Health Buddy program, on sexual and reproductive health and rights for multicultural communities. In the first 9 months, four Health Buddies trained over 300 people.

UNFPA - Eastern Europe and Central Asia Regional Office | Feb 2015 - Jan 2017

- As **programme analyst** I supported the implementation of advocacy and communications, strategic partnerships, resource mobilization, innovation and humanitarian response in the Eastern Europe and Central Asia Region.
- I led the regional innovation activities as the regional innovation focal point. My role included nurturing an atmosphere for innovation and human-centered design.
- I led the development of a regional call for proposals for the UNFPA Innovation Fund and the co-creation process for a winning project proposal, bringing 50,000USD for the project.
- Supported the streamlining of humanitarian communications and wrote monthly Situation Reports on the humanitarian responses in Ukraine, Syria and in the refugee crisis in Europe.
- I traveled to Ukraine to lead and set up humanitarian communications activities when the crisis escalated.

UNFPA - ICPD Beyond 2014 Secretariat | Aug 2013 - Feb 2015

- As **programme analyst**, I wrote technical reports, organized key conferences, developed advocacy and communications materials, wrote monitoring and donor reports.
- I coordinated the design and publication processes of communications and advocacy materials, publications and websites in all official UN languages.

UNDP - HIV, Health and Development | Sep 2012 - Aug 2013

- As a **consultant on noncommunicable diseases (NCDs)** I contributed to creating MDG Acceleration Frameworks related to disabilities and NCDs.
- I researched the relationship between NCDs and trade in Pacific Island Countries. Analyzed existing data to examine links between trade, diets and NCDs as well as developing a user-friendly tool for countries in the region to use to analyze the relationship between NCDs and trade in their countries. Further published a peer reviewed [article](#).
- I co-authored a [report](#) on tobacco control for health and development for use by governments and UN, which included desk review and in-depth interviews with tobacco control focal points in the Ministries of Health, WHO and UNDP country offices in 10 case study countries.

Health People, Inc. | July - Sep 2012

- As **executive program manager** I wrote successful funding proposals for the Elton John AIDS Foundation, Public Health Solutions.
- I created monitoring and evaluation plans, quality assurance plans and service tracking plans, resulting in more efficient tracking of the budget and workplan of the organization.

Africare Liberia | May - Aug 2011

- As **maternal health intern** I conducted a community assessment on the factors that affect where women give birth (health facility vs in community) in Bong County, Liberia.
- I coordinated the writing of a successful funding proposal with the Africare team and co-organized a workshop on Program Management for NGO staff and Bong County Health Team staff.