



# AMIR ARSALAN SHAMSABADI

Senior Designer

## CONTACT

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## EDUCATION

### Master of Design

The Oslo school of architecture and design (AHO)

2017-2020

### Bachelor in Industrial design

Tehran University

2012-2016

## LANGUAGE

- Persian (Native)
- English (Fluent)
- Norwegian (Fluent)
- Swedish (Limited)

## CERTIFICATES

- PRINCE2 Foundation
- Space Architecture & Design
- Conducting Usability Testing
- + more

## SUMMARY

Experienced Service Designer with 6+ years in consulting and finance across Norway, Sweden, and Iran. Specializes in crafting holistic solutions for complex challenges, emphasizing strategic mapping, deep user understanding, and driving innovation to create meaningful experiences aligned with broader organizational goals.

## WORK EXPERIENCE

### Senior Service designer

**DNB** (February 2023 - ongoing) **Oslo, Norway**

DNB is Norway's largest financial services group and one of the largest in the Nordic region. The Group offers a full range of financial services, including loans, savings, insurance, and ... for retail and corporate customers.

### Senior Design consultant

**Anyone** (Jun 2022 - February 2023) **Oslo, Norway**

Anyone is a global team of teams. Founded by experienced strategy and design executives who merge an international mindset with Nordic design roots.

### Service design consultant

**Sopra Steria** (Feb 2020 - Jun 2022) **Oslo, Norway**

Sopra Steria, a major Tech player in Europe with 56,000 employees in nearly 30 countries, is recognised for its consulting, digital services and software development.

### Industrial Design intern

**Zenit Design** (Sep 2018 - Jan 2019) **Malmö, Sweden**

Zenit design is a Design consultancy and a strategic Design partner for many businesses. Founded by four Swedish industrial designers In 1994 in Malmö Sweden.

### Industrial Designer

**CEDRA (Center of Excellence in Design, Robotics, and Automation)** (April 2016 - Aug 2017) **Tehran, Iran**

CEDRA is part of the Sharif University of Technology. The lab focuses on the study and development of robotic systems and intelligence, which are applied to issues in the environment, energy, medicine,...

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## SKILLS

- Problem-solving
  - Critical-thinking
  - Service design
  - UX design
  - Visualisation
  - Concept development
  - Workshop facilitation
  - Customer journey mapping
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## AWARDS & ACHIEVMENTS

**Employee Recognition**  
Sopra Steria

**AHO WORKS Nomination: Award for Service design**  
AHO, Oslo Norway

**AHO WORKS Nomination: Award for strategic use of design**  
AHO, Oslo Norway

**IF Student Design Award 2015**  
Germany

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## ARTICLES & PUBLICATIONS

**A designer's reflection on the CB Customers' migration from Sbanken to DNB**  
[DNBTech.no](https://www.dnbttech.no)

**PSD(proportion, surface, detail), my favourite drawing technic!**  
[Medium.com](https://www.medium.com)

**Adaptive Micro Shared mobility**  
[Medium.com](https://www.medium.com)

**Alternative transportation in a pandemic time for commuters in the Oslo region.**  
[Medium.com](https://www.medium.com)

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## PROJECTS

- **CUAM (company user access management) for CB**  
DNB (Jun 2023 - ongoing)  
Redefining the process of how users manage their access and rights in the Corporate Banking sector in DNB in the new nettbank.
- **Migration of CB customers**  
DNB (Feb 2023 - Jun 2023)  
Designing the process of corporate customers migration from Sbanken to DNB Bank after acquisition.
- **OBOS Living Lab**  
OBOS (Jun 2022 - Feb 2023)  
OBOS Living Lab is a building designed and owned by OBOS where they explore the future of homes and new technologies with a focus on the residents.
- **Optimising of accounting process**  
BankAxsept (Feb 2022 - Jun 2022)  
Digitalising and improving the efficiency of the internal invoicing process.
- **NOKA future-state customer journey**  
VITA (Dec 2021 - Feb 2022)  
Designing the future-state customer journey of NOKA products under the VITA brand after acquisition
- **Improving the customer journey**  
Elitefoto (Aug 2021 - Dec 2021)  
Mapping out and designing the current customer journey of Elitefoto and define how it could be experienced in the new website.
- **Customer journey for residents dialog**  
Tolletaten (Dec 2020 - Jan 2021)  
Helping Tolletaten to implement service design methodology in their project by optimising user experience for Norwegian residents
- **Holomotive**  
Falck (Jun 2020 - Jul 2020)  
Exploring the potential implementation of Hololens 2 technology in Falck customer service operations
- **STOR project- Smart Transportation in Oslo Region**  
Ruter, Bymiljøetaten, SV (Feb 2020 - Jun 2020)  
The STOR project was an explorative collaboration between Oslo municipality's Urban Environment Agency, Ruter and the Norwegian Public Roads Administration
- **VITA**
- **Byggma**
- **OCHE**