

AMIR ARSALAN SHAMSABADI

Service Designer / UX Researcher

SUMMARY

Experienced Senior Service Designer and UX Researcher with over 6 years of expertise in consulting and finance across Norway, Sweden, and Iran. Adept at leading user-centered design initiatives, creating innovative, strategic solutions that enhance business outcomes and drive user satisfaction. Proven ability to manage end-to-end design processes, from research to implementation, in fast-paced and dynamic environments.

CONTACT

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- LinkedIn

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

- Fintech: Foundations & Applications of Financial Technology
- PRINCE2 Foundation
- Space Architecture & Design
- Conducting Usability Testing

WORK EXPERIENCE

• Senior Service designer

DNB (February 2023 - ongoing)

Designing user-centered solutions in Corporate Banking part of DNB Bank, lead designer on projects like **Migration from Sbanken to DNB**, **Company user access management**, and **KYC** to enhance user experience and meet business needs.

Oslo, Norway

• Senior Design consultant

Manyone (Jun 2022 - February 2023)

Working on service design initiatives for **OBOS Living Lab**, delivering innovative design solutions for improved user experience.

Oslo, Norway

• Service Design consultant

Sopra Steria (Feb 2020 - Jun 2022)

Delivered digitalization-focused design solutions for Norwegian public and private sector clients, including **Ruter**, **Falck**, **Elitefoto**, and **BankAksept**.

Oslo, Norway

• Industrial Design intern

Zenit Design (Sep 2018 - Jan 2019)

Contributed to product design projects for a couple of native clients, applying design principles to support development and innovation during my internship.

Malmo, Sweden

• Industrial Designer

Sharif university (April 2016 - Aug 2017)

Designed the body of **Arash**, a mobile social robot developed to interact with children with special needs during pediatric cancer interventions

Tehran, Iran

SKILLS

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

AWARDS & ACHIEVEMENTS

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

ARTICLES & PUBLICATIONS

Book: Beyond Imagination: The Art of Sketching: From Proportion to Perfection

[AMAZON](#)

A designer's reflection on the CB Customers' migration from Sbanken to DNB

[DNBTECH.NO](#)

PSD(proportion, surface, detail), my favourite drawing technic!

[Medium.com](#)

Adaptive Micro Shared mobility

[Medium.com](#)

PROJECTS

- **CUAM (company user access management) for DNB**
DNB (Jun 2023 - ongoing)
Redefined the process for managing user access and rights in the Corporate Banking sector within DNB's new online banking platform, ensuring improved security and user experience
- **Migration of customers from Sbanken to DNB**
DNB (Feb 2023 - Jun 2023)
Designed the process for migrating corporate customers from Sbanken to DNB following the acquisition, ensuring a seamless transition and continuity in service.
- **OBOS Living Lab**
OBOS (Jun 2022 - Feb 2023)
Explored innovative solutions and ideas for future homes and technologies through research and resident interviews as part of OBOS's initiative to design resident-focused living spaces.
- **Optimising of accounting process**
BankAxsept (Feb 2022 - Jun 2022)
Digitalized and improved the efficiency of the internal invoicing process, optimizing the accounting workflow for enhanced operational performance.
- **NOKA future-state customer journey**
VITA (Dec 2021 - Feb 2022)
Designed the future-state customer journey for NOKA products under the VITA brand, ensuring a seamless integration and improved customer experience following the acquisition.
- **Designing the customer journey**
Elitefoto (Aug 2021 - Dec 2021)
Mapped and designed the current customer journey for Elitefoto, defining how the experience could be optimized in their new website.
- **Customer journey for residents dialog**
Tolletaten (Dec 2020 - Jan 2021)
Assisted Tolletaten in implementing service design methodology, optimizing the user experience for Norwegian residents in their service processes.
- **Falck Holomotive**
Falck (Jun 2020 - Jul 2020)
Explored the potential implementation of Hololens 2 technology to enhance Falck's customer service operations.
- **STOR project- Smart Transportation in Oslo Region**
Ruter, Bymiljøetaten, SV (Feb 2020 - Jun 2020)
Collaborated with Oslo municipality's Urban Environment Agency, Ruter, and the Norwegian Public Roads Administration on an exploratory project aimed at innovative urban solutions.