

## Self-assessment by Amir Arsalan Shamsabadi

SUBMITTED ON 12 OCT 2024



### A summary about me:

I am a Senior Service Designer with six years of experience leading diverse projects across the banking, healthcare, and entertainment industries. Currently at DNB Bank in Oslo, I've worked extensively on digital transformations and customer journey improvement. My previous role as a service design consultant at Sopra Steria allowed me to deliver service design solutions for clients like BankAksept, Falck, and Elitefoto. With a strong focus on user-centered design and strategic innovation, I have consistently driven impactful change, earning recognition such as the IF Student Design Award 2015. I aim to create meaningful experiences that improve business processes and user satisfaction.

### I currently work as a/at:

Senior Service Designer at DNB Bank  
[www.DNB.no](http://www.DNB.no)

### My LinkedIn profile:

<https://www.linkedin.com/in/amirarsalans/>

### My social media channels:

<https://medium.com/@amirarsalan.shamsabadi>

### My educational background:

I hold a Master's degree in Design from the Oslo School of Architecture and Design (AHO) with a specialized focus on Service Design. I also earned a Bachelor's degree in Industrial Design from Tehran University.

### The following theories are the key components of my approach to service design:

**Systems Thinking:** My work requires understanding the broader ecosystem in which a service exists. I take a systems thinking approach to ensure that every part of a system, from user interactions to back-end processes, fits together seamlessly. This allows me to create efficient services and user journeys that meet both business goals and user expectations.

**Human-Centered Design:** I focus on designing with empathy, ensuring that user experiences are not just functional but also appealing. I believe that understanding the user's emotions, needs, and frustrations is crucial to designing services that truly improve their everyday lives.

**Service-Dominant Logic:** I view services as co-created experiences between the user and the service provider. My approach emphasizes collaboration and co-creation, ensuring that services continuously meet the changing needs of both users and the business.



These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

Oslo School of Architecture and Design (AHO): My formal education in design at AHO, particularly under the guidance of leading service design experts, provided the foundation for my approach to service design. The interdisciplinary focus and project-based learning at AHO allowed me to work on real-world problems while collaborating with professionals from diverse fields

Service Design Doing (This book has been a key reference throughout my career, offering practical methodologies and frameworks for creating innovative services

Practical Experience and Case Studies: My experiences on diverse projects across industries like banking, healthcare, and technology have further deepened my understanding of service design. These projects required me to apply theoretical knowledge in practical, complex environments, ensuring that I continuously evolve and refine my methodologies.

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

Finance, Healthcare, Transport, Digital transformation

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

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These are the service design projects I have successfully delivered:

I have delivered numerous service design projects across banking, healthcare, and digital transformation, For more details on these projects, please visit : <https://www.amirarsalandesign.com/>  
<https://www.dnbtech.no/2024/sbanken-migration>

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

Date: 2021

Duration: One week

Title of Training: Implementing Service Design within the Organization

Client: Tolletaten (Norwegian Customs)

Number of Participants: Approximately 15

In 2021, I conducted a one-week training program for Tolletaten, focusing on how to implement service design methodologies within their organization. The goal was to help participants understand the principles of service design and how they could apply them to optimize their internal processes and improve user experiences.

I mostly provide my training offerings in the following language(s):

English, Norwegian, and Persian

It highly depends on the audience

I mostly provide my training offerings in the following countries/cities:



Norway

I cover the following topics during my training offerings:

- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Exploration of systems

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference

I actively support the local or national service design community through:

Participating in the events

I have published the following books/articles on service design and related fields:

<https://www.dnbtech.no/2024/sbanken-migration>

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