

# MELINA HOZHABRI

## SENIOR UX & SERVICE DESIGNER | SYSTEMIC THINKER

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## SUMMARY

I am a **senior UX and Service Designer** with a **systemic approach**, passionate about creating **meaningful** and **sustainable** and **scalable** experiences that address **complex** challenges. My **cross-disciplinary** background enables me to **connect people, technology, and strategy** to design solutions that drive **behavioural** and **organisational change**.

## EXPERIENCE

- 2024 - Present**  
Stockholm (Remote)  
● Senior Service and UX designer  
**Equinor (formerly statoil)**
- 2021 - 2024**  
Stavanger (Hybrid)  
● Service and UX designer  
**Equinor (formerly statoil)**  
Led design for **PEPO** (energy & performance optimization via real-time monitoring) and **PEPR** (tracking, reporting, & data-driven decision-making support). Key responsibilities:
  - Using **system oriented design method** to **map complexity** and make **interconnections** and **relationships** visible. It enables us to identify underlying **pain points** that shape **work process, collaboration** within or between assets, and **strategic decision making**.
  - Conducting research, **journey mapping**, run **co-creation** workshops and facilitating discussions **with cross-disciplinary stakeholders** to **align goals, uncover insights**, and **shape design direction**.
  - Designing and prototyping **data-driven visualizations** that transform **complex** operational data into **intuitive, actionable** insights.
  - Support **standardization** between facilities, sustainability, and continuous improvement with **user testing**, and **feedback**.
- 2021 - Present**  
Oslo, Norway  
● Service UX Designer  
**Elleve AS**
- 08/2018 - 12/2020**  
Oslo, Norway  
● Service and product designer  
**Farefri AS**  
Improved **customer service, communication**, and **branding**. Designed **website, tactile indicators**, and **signage** supporting **Universal Design** to **reduce barriers** for people **with disabilities**.
- 02/2019 - 10/2020**  
Oslo, Norway  
● Local Core Committee Member-Designer  
**EASA Applied Anthropology Network**  
Managed event **Why the World Needs Anthropologists: Sustaining Cities**.  
Roles: Hotspot Manager, booklet design, visual identity, and web support.
- 12/2018 - Present**  
Oslo, Norway  
● Service and System Designer  
**UN-Habitat (United Nations Human Settlements Programme)**  
The project is followed the concept of **Co-designing Actions** and **Facilitating Discussions In Transition** which intends to learn through **changing the system by its own footprint**. It aims to create a different **state of mind** within the context and influence the **social system** with **participatory approaches**.  
This approach **enabled** open **skill transfer** and genuine **co-ownership of outcomes**.  
The method is successful and **scalable**. It was later **adopted** in and implemented across **other contexts** and **reception centres** across the globe.  
  
Project process: <https://www.instagram.com/athomeintransition/?hl=en>  
Project report: <https://aho.brage.unit.no/aho-xmlui/handle/11250/2504065>  
Published article: <http://www.systemsorienteddesign.net/index.php/projects/master-projects/2018/home-in-transition>
- 2017 - 2017**  
Nessoden, Norway  
● Service Designer  
**Sunnas Rehabilitation Hospital**
  - Contributed to an **embedded design approach**, working within the hospital environment to build trust and design **with staff and patients**, not for them, ensuring their **lived experiences** shaped the direction.
  - Used **observation, shadowing**, and **co-creation** techniques to help stakeholders see their own realities reflected in the insights, building a **shared understanding** and **common ground** across departments.
  - Helped translate this collective understanding into **five design principles** for discussion and a **practical design kit**, guiding the **renovation process** and **service improvements**.

## EXPERIENCE

09/2009 - 01/2010

Tehran, Iran

Product design intern

**Modern design**

Contributed to **office furniture design**.

## EDUCATION

2015 - 2018

Oslo, Norway

Master of design

**The Oslo School of Architecture and Design**

- Focus: System-Oriented Design, Service Design, Tangible Interaction

2014 - 2015

Umeå, Sweden

Industrial design intensive

**Umeå design school**

- It aims at giving an intensive education in the field of industrial design, focusing on design methods and
- Design practices

2006 - 2011

Tehran, Iran

Bachelor of industrial design

**University of art and architecture**

## LANGUAGES

English  
Native



Norwegian  
Intermediate



Persian  
Native



## RESEARCH & PROJECTS

### Master Thesis Project

JAN2016- MAY2016

MASTER THESIS PROJECT- @HOME IN TRANSITION - HERO NORWAY AS

Co-designing actions and facilitating discussions in asylum reception centers to support refugee integration and self-efficacy.

Published article: <http://www.systemsorientreddesign.net/index.php/projects/master-projects/2018/home-in-transition>.

### Research Travel

Feb 2016- March 2016

RESEARCH TRAVEL- AHO AND NAIROBI UNIVERSITY

- Four week research travel to Kenya to work with sustainability solutions.

## SKILLS

### Methods

|                                                    |                      |                               |                                                    |                          |                      |
|----------------------------------------------------|----------------------|-------------------------------|----------------------------------------------------|--------------------------|----------------------|
| System-Oriented Design                             | Co-Design            | Human-Centered Design         | Inclusive/Universal Design                         | Design Research          |                      |
| Journey Mapping                                    | Usability Testing    | Prototyping                   | Stakeholder Mapping                                | agile development        | Participatory Design |
| Embedded Fieldwork                                 | Co-Creation          | Observation And Shadowing     | Interviews                                         | Stakeholder Facilitation | Service Design       |
| Journey Mapping                                    | Service Blueprinting | Stakeholder Mapping           | System Mapping                                     | Qualitative Research     |                      |
| Framing Problems And Reframing Challenges          |                      | Ethnographic Research Methods |                                                    |                          |                      |
| Building Trust And Rapport With Users/Stakeholders |                      |                               | Turning Research Into Actionable Design Directions |                          | UX/UI Design         |
| Insight Synthesis                                  |                      |                               |                                                    |                          |                      |

### Tools

Figma Adobe Creative Suite (Illustrator, Photoshop, InDesign) Miro

## RECOGNITION

### **Conference Presentation & publication, RSD7- 2018**

Presenting the project@Home in Transition.

### **ENABLING CHANGE FOR A REHABILITATION HOSPITAL, AHO WORKS- 2017**

*Winner of Strategic use of Design award*

### **@HOME IN TRANSTION, AHO WORKS - 2018**

Nominated for "Strategic use of Design" and "Complexity and holistic view" award