Lina Bodestad

Service designer | Service architect | Licensed psychologist, organizational psychology

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PROFESSIONAL SUMMARY

Senior service designer and licensed psychologist (M.Sc. Psychology) with 8+ years in service design, UX research, and service architecture, built on 10+ years of organizational and educational psychology. As service architect at Volvo Cars, I lead the shift to AI/LLM-driven self-service that has reduced manually assisted support interactions by almost 50% in two years. I combine behavioral science knowledge and systems thinking with user research, service blueprinting, and process design, to help organizations redesign services, roles, and decision-making around real human needs in the AI era. Experienced team lead, workshop facilitator and educator (Yrgo, Hyper Island), and published author.

CORE COMPETENCIES

- **Service design and architecture:** service blueprints, customer and employee journey mapping, service architecture, service strategy, enterprise service management, process design, knowledge management
- **User research:** stakeholder and user interviews, surveys, focus groups, mixed-methods research, qualitative and quantitative analysis, insight synthesis, research ethics, data analysis
- **AI and digital transformation:** AI strategy, AI/LLM implementation, chatbot and conversational design, self-service design, AI readiness and content quality
- **Organizational psychology:** organizational development, change management, coaching, workshop facilitation, diversity, equity and inclusion (DEI), psychological assessment
- **Ways of working and tools:** stakeholder management, cross-functional collaboration, Figma, Claude Code, Copilot Studio, Obsidian, Power BI, Miro, Agile, Scrum (PSM I, PSPO I),

PROFESSIONAL EXPERIENCE

Service architect, Digital Workplace

Volvo Cars (consultant via QESTIT Sweden) | Gothenburg, Sweden | Feb 2024 – present

- Reduced manually assisted support interactions (phone and walk-in) by almost 50% in two years, for employees across Europe and North America.
- Lead the organizational shift to AI/LLM-driven self-service, redesigning support processes, knowledge management and chatbot experiences around actual employee user journeys and natural workflows.
- Partner with department leadership to shape mission, vision and strategic goals for Digital Workplace and Enterprise Digital Assist.
- Implement AI workflows for improving content quality and knowledge management processes, to further enable the organization's adoption of AI agents and LLM-driven support.
- Conduct user research on employee service needs and translate findings into data-driven initiatives, aligned across teams and stakeholders.

Team lead, UX design

QESTIT Sweden | Gothenburg, Sweden | Jan 2026 – present

- Lead the UX design team's learning and development, individual coaching and wellbeing check-ins.
- Drive the team's AI focus, from hands-on tools (Figma Make, Claude Code) to the strategic implications of AI for design work.
- Advise hiring managers in UX recruitment and shape company culture with fellow team leads.

Senior UX researcher and Scrum master

Volvo Cars, User Insights (consultant via QESTIT Sweden) | Gothenburg, Sweden | Oct 2022 – Dec 2023

- Designed and ran research programs (interviews, surveys, focus groups) that informed product and business decisions for future products and mobility solutions.
- Combined qualitative and quantitative data and embedded research into product decisions with engineers, designers and product owners.
- Cut time spent in recurring meetings by 20% by redesigning agile ceremonies, and improved team morale through retrospectives.

UX lead

Cetasol (consultant) | Gothenburg, Sweden | Apr 2021 – Sep 2022

- Led UX/UI design and user research end-to-end as sole design lead for a marine-tech startup; pilot tests showed 40% fuel reduction from the system's real-time guidance.
- Leveraged user insight to shape research, marketing and grant applications, strengthening the startup's funding case.

UX design and research educator

Yrgo, Hyper Island, Nackademin, EC Utbildning, IT-Högskolan | Sweden | Jan 2020 – Dec 2025

- Built and taught courses on UX design, user psychology, human behavior and data-driven design, including a full course designed from scratch at Hyper Island.
- Taught research ethics, interview techniques and mixed-methods user research through project-based work.

UX designer and Scrum master

Layer 10 | Gothenburg, Sweden | Apr 2020 – Aug 2022

- Delivered UX research and UX design consulting assignments for tech companies in the Gothenburg area.

DEI consultant and educator

Add Gender AB | Gothenburg, Sweden | Jan 2017 – Jan 2023

- Consulted and taught on gender equality and workplace inclusion for clients including IKEA, Malmö Stad and Chalmers.
- Taught the Norm Engineer certification course and designed DEI trainings, workshops and policy recommendations.

Founder and CEO

Crimson Vale Consulting AB | Nol, Sweden | Sep 2015 – Mar 2020

- Delivered training and organizational change initiatives on diversity, inclusion and socially sustainable workplaces.
- Designed and launched a consumer app from idea to release, using gamification to improve relationships.

Educational psychologist

Lilla Edet Municipality (Jan 2014 – Jun 2018) and Hylte Municipality (May 2012 – Dec 2014) | Sweden

- Redesigned student health team processes, improving collaboration between health teams, schools and stakeholders.
- Conducted psychological assessments and built intervention plans with educators and parents; ran workshops on learning and behavior.

Additional experience

- **Startup advisor**, DAYA Accelerator (femtech), pro-bono | 2022
- **Team manager**, Fujitsu Services, Utrecht, Netherlands | Dec 2005 – Jun 2007: led four helpdesk teams and training for 150–200 staff; increased upselling by 10%.

EDUCATION AND LICENSURE

- **Licensed psychologist** (Psykologlegitimation), Sweden | 2013
- **Master of Science (M.Sc.), psychology**, Lund University | 2007 – 2012

- **Human-computer interaction**, Uppsala University | 2019
- **Interaction design**, Kristianstad University | 2020
- **Leadership program**, Morgondagens Ledare Halland | 2014

CERTIFICATIONS

Professional Scrum Master I (PSM I) (2022) | Professional Scrum Product Owner I (PSPO I) (2024) | Certified Norm Engineer, Add Gender (2016)

PUBLICATIONS

- **Kompetensklossar – ett nytt sätt att förstå arbete och samhälle** (Competence blocks: a new way to understand work and society), co-author with Emil Åkerö, self-published | 2026
- **Digital psykologi** (Digital psychology), co-author, Studentlitteratur | 2021
- **Med normglasögon i behandlarrollen** (Norm-critical perspectives in the therapist role), Studentlitteratur | 2019
- **Farliga prinsessor och ljuva monster** (Dangerous princesses and gentle monsters), Roos & Tegnér | 2018

LANGUAGES

Swedish (native), English (native), Norwegian, Danish and German (professional working proficiency)