

Stian Engrønningen

Design Lead

Senior UX-& Product Designer

I am a Senior UX and Product Designer with over nine years of experience across the Norwegian Armed Forces, consulting, and PropTech.

I work across research, product strategy, interaction design, and design systems to bring digital products to life.

My background in pedagogy, combined with a Master's degree in Information Science specializing in Human-Computer Interaction, has shaped how I understand people, technology, and the experiences we design.

AI is changing that relationship in fascinating ways. Traditionally, design has focused on adapting technology to people. With AI, we are increasingly seeing the opposite, as people adapt how they work, think, and make decisions around technology.

I believe this shift makes design more important than ever, not just in shaping how we interact with AI, but in deciding what it should do, whether we can trust it, and how it should work alongside us.

Areas of Expertise

Product Design | Service Design | UX Research | Interation Design | Design Systems | Accessibility

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Tools

Figma FigJam Miro Jira Notion Claude HotJar



Min Side

Digitalizing the Military experience

Min Side is a digital platform that simplifies communication and provides recruits and military personnel with relevant information and services before, during, and after military service.

Problem

The Norwegian Armed Forces faced challenges with high dropout rates, fragmented communication, and limited access to relevant information.

Traditional communication channels created unnecessary manual work and made it difficult to reach young recruits with timely, personalized information.

My contribution

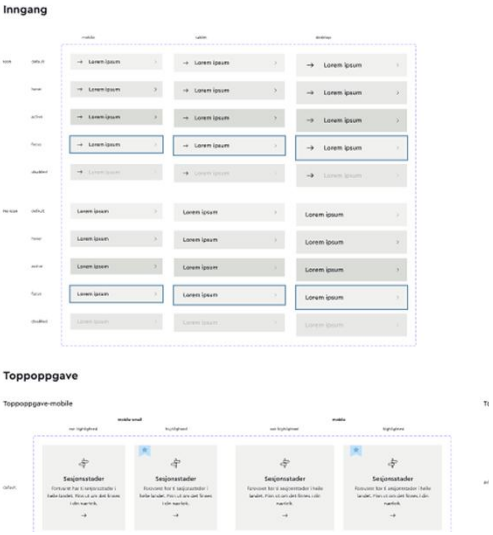
I had responsibility for the design process, from mapping user needs and exploring concepts to prototyping and usability testing.

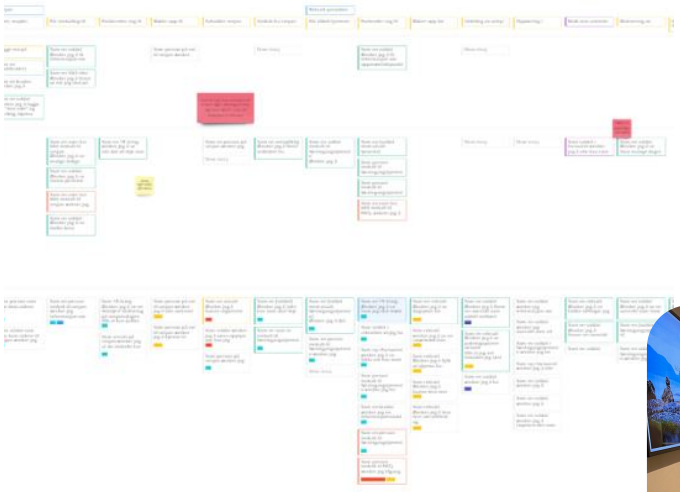
Working within a multidisciplinary team, I applied Design Thinking to challenge existing processes and develop solutions based on real user needs.

What changed

Min Side introduced a digital self-service platform that brought communication and personalized information together in one place.

What started as a solution for recruits evolved into a broader platform supporting personnel before, during, and after military service.







UX Research | Service Design | Prototyping | Usability Testing



Forsvaret.no

Rethinking a National digital platform

A large-scale redesign of the Norwegian Armed Forces website, focused on improving accessibility, simplifying navigation, and creating a more intuitive digital experience for recruits, personnel, and the general public.

Problem

Over time, Forsvaret.no had grown into a fragmented website with duplicated information, inconsistent navigation, and complex content structures.

Different audiences, including potential recruits, military personnel, and the public, struggled to navigate a platform serving very different purposes.

My contribution

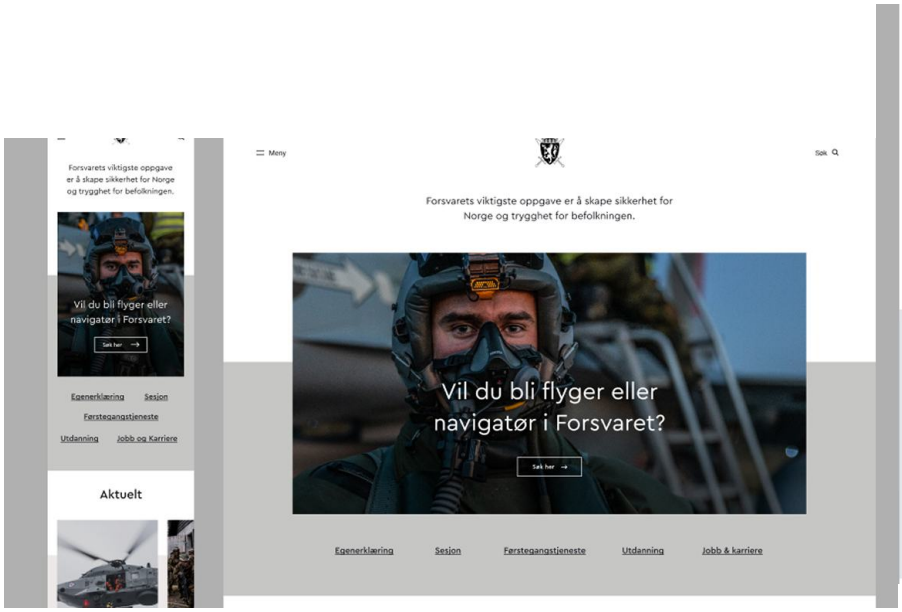
I contributed to understanding user needs, restructuring information architecture, and exploring more accessible and intuitive navigation patterns.

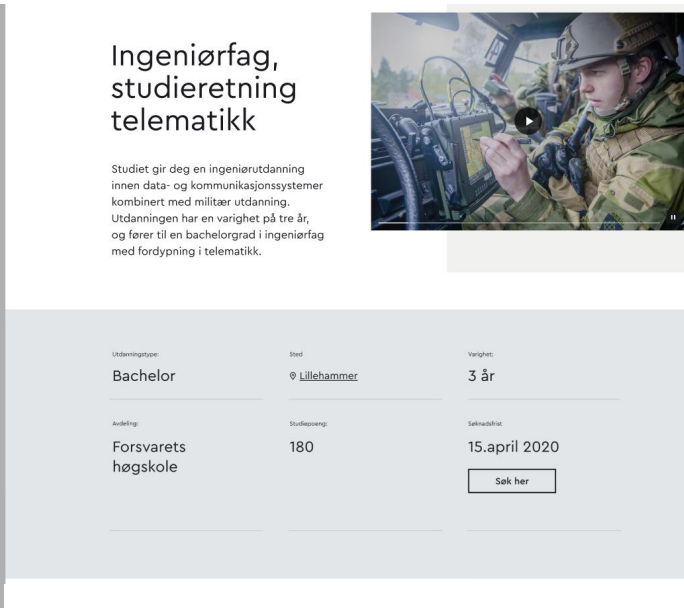
The process involved research, prototyping, and collaboration with designers, developers, and editorial teams to balance user needs with organizational requirements.

What changed

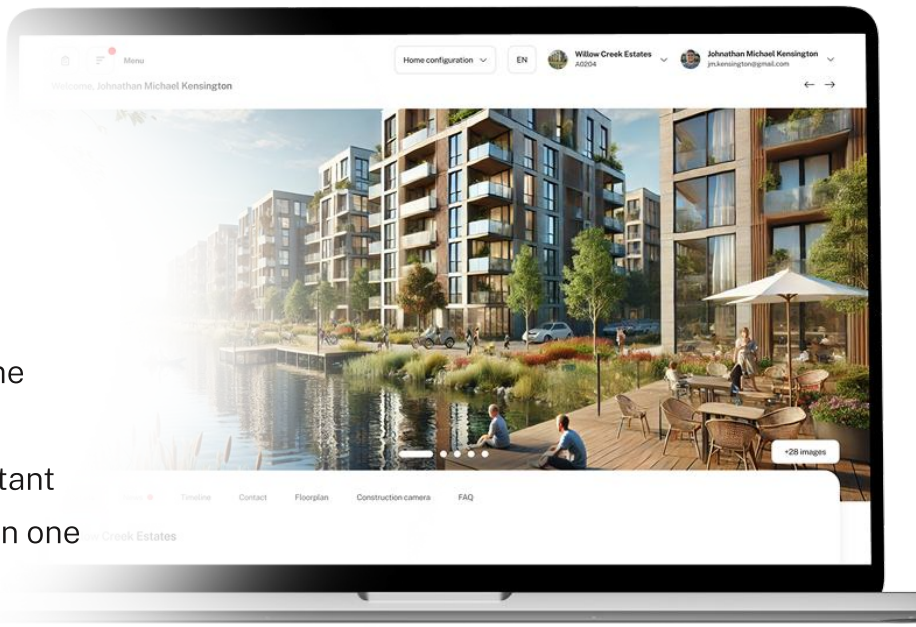
The redesign established a more coherent and scalable digital foundation, with clearer pathways to recruitment, services, and information.

It also created a stronger foundation for maintaining consistent experiences across the website.





UX Research | Information Architecture | Accessibility | Interaction Design



Buyer Platform

Simplifying the home buying experience

A digital platform that simplifies the home buying journey by bringing property customization, product selections, important deadlines, and communication together in one intuitive experience.

Problem

Buying a newly built home involves numerous decisions, deadlines, and opportunities to customize the unit.

As the platform evolved, its growing functionality created challenges around navigation, selection workflows, and helping buyers understand the consequences of their decisions.

My contribution

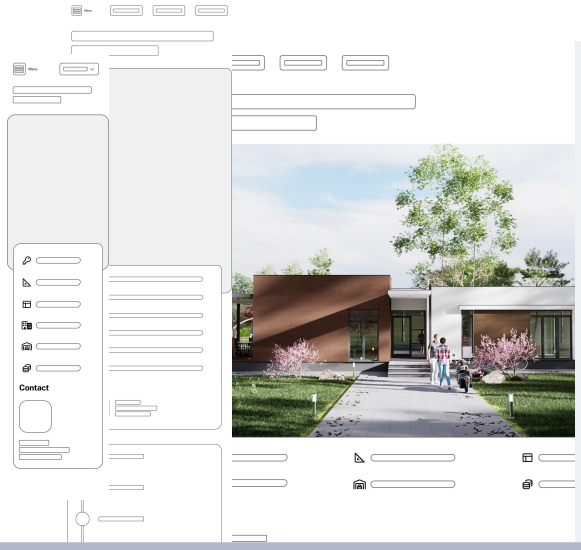
As Design Lead, I worked extensively on improving the buyer experience, from navigation and room configuration to product selection and saving behavior.

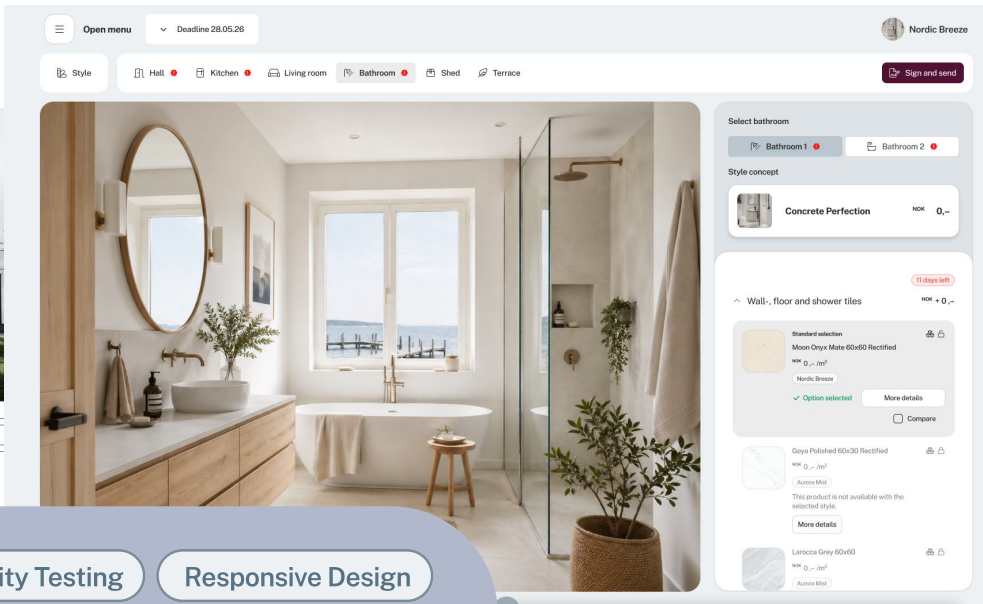
Through research, prototyping, usability testing, and design iterations, I explored ways to reduce unnecessary steps, improve clarity, and create a more predictable experience for homebuyers.

What changed

The platform evolved toward a more coherent experience for managing home selections and upgrades.

Improvements to navigation, interaction patterns, and design consistency created a stronger foundation for buyers to make informed decisions throughout their home buying journey.

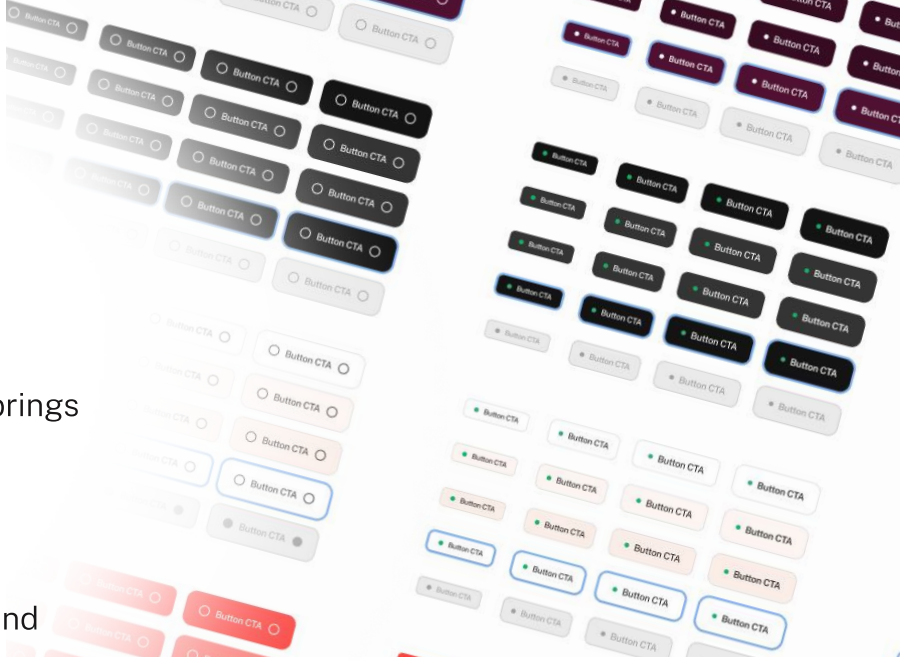




Product Design · UX Research · Usability Testing · Responsive Design

Brick UI

Building a scalable Design System



Brick UI is a scalable design system that brings consistency to Rucoria products through reusable components, shared interaction patterns, and a unified visual language, improving collaboration between design and development

Problem

As Rucoria expanded, its interfaces evolved independently across different modules and products.

This resulted in inconsistencies, duplicated design work, and increasing complexity when developing new features or maintaining existing ones.

My contribution

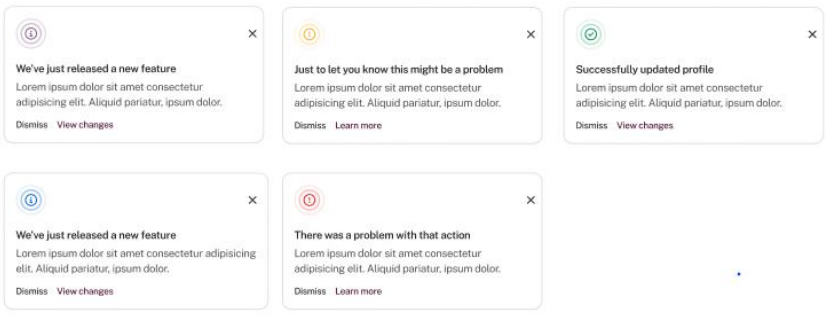
As Design Lead, I worked on establishing and evolving Brick UI, a shared design system built around reusable components, consistent interaction patterns, and a unified visual language.

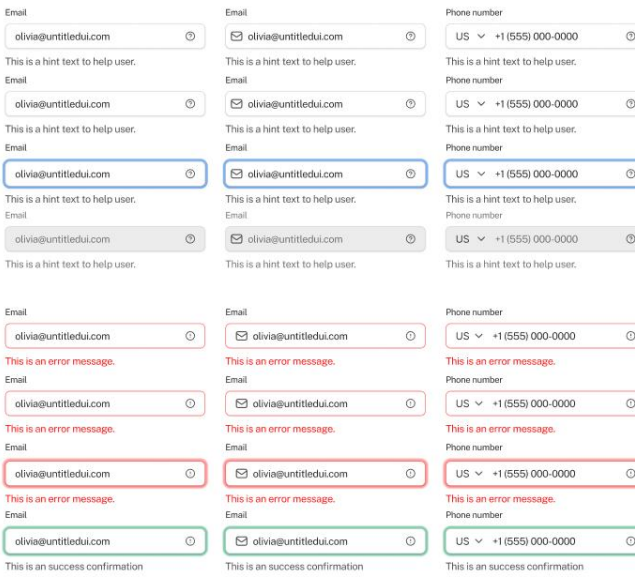
The work required balancing consistency with the flexibility needed across different products, while considering the needs of both designers and developers.

What changed

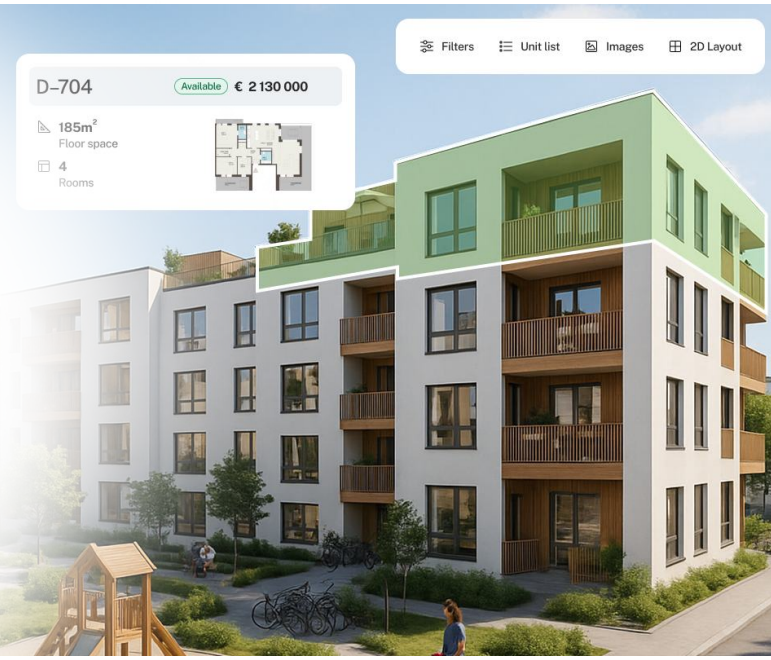
Brick UI provided a shared foundation for designing and developing interfaces across Rucoria.

It established reusable patterns, helped reduce inconsistencies, and created a structure intended to make future product development more efficient and scalable.





Design Systems | Component Architecture | UI Design | Accessibility



Flat Finder

Making home discovery dimple and intuitive

An interactive property exploration tool that helps potential homebuyers discover residential developments, compare apartments, explore floor plans, and find their ideal home through visual navigation and smart filtering.

Problem

Exploring a residential development can be difficult when property information is distributed across static illustrations, floor plans, listings, and availability tables.

Potential buyers need to understand their options and compare apartments without losing context.

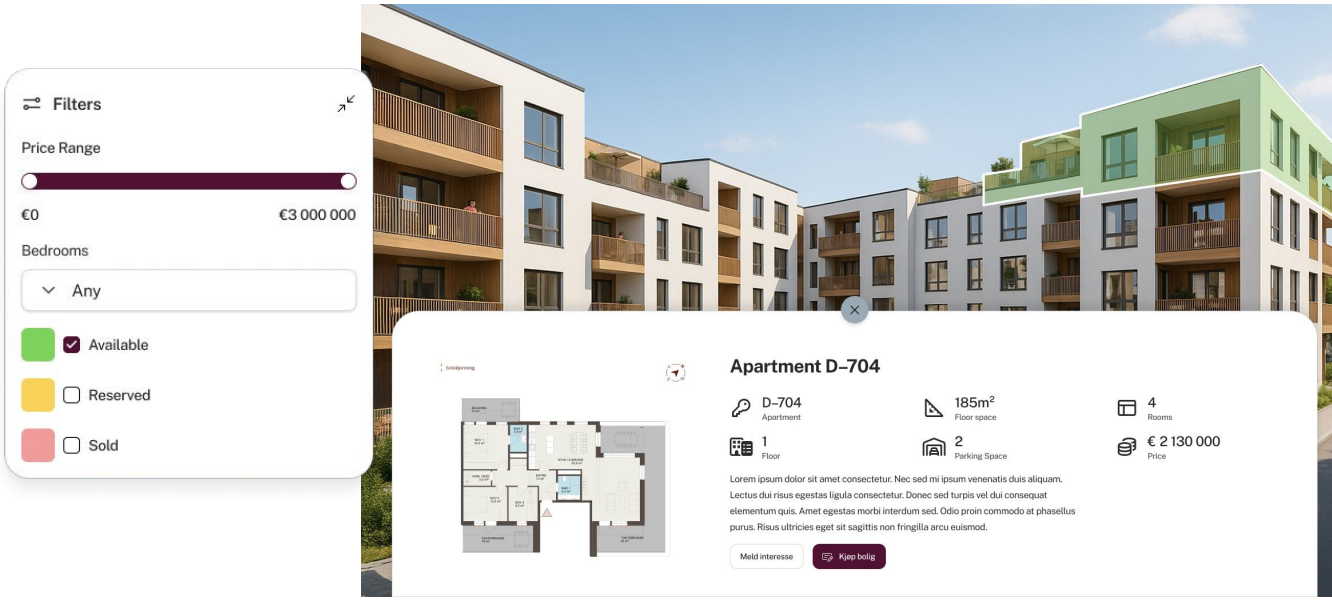
My contribution

I was responsible for the majority of the UX and UI design.

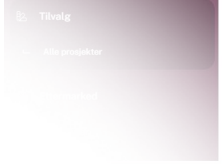
The work focused on combining visual property exploration, apartment filtering, availability information, and detailed unit views into an intuitive and engaging experience across devices.

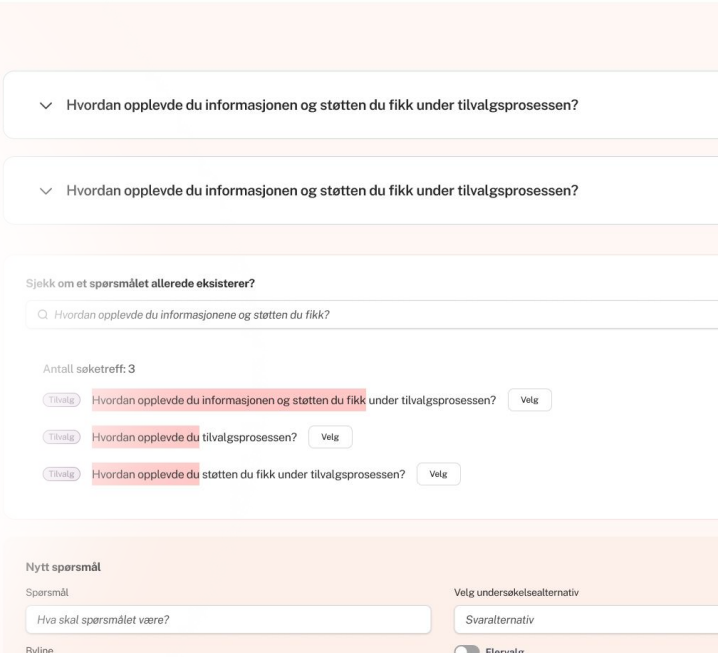
What changed

Flat Finder brought visual exploration and apartment information together, allowing potential buyers to discover available homes, compare their options, and register interest through a more connected experience.



Interaction Design | Visual Navigation | Responsive Design | UX/UI Design





Customer Survey Platform

Turning customer feedback into actionable insights

An integrated survey platform that enables businesses to collect, manage, and analyze customer feedback throughout the home buying journey.

Problem

Rucoria customers often relied on external survey providers to measure satisfaction throughout the home buying journey.

Limited access to underlying data meant they primarily received aggregated reports, reducing their ability to investigate feedback and identify specific opportunities for improvement.

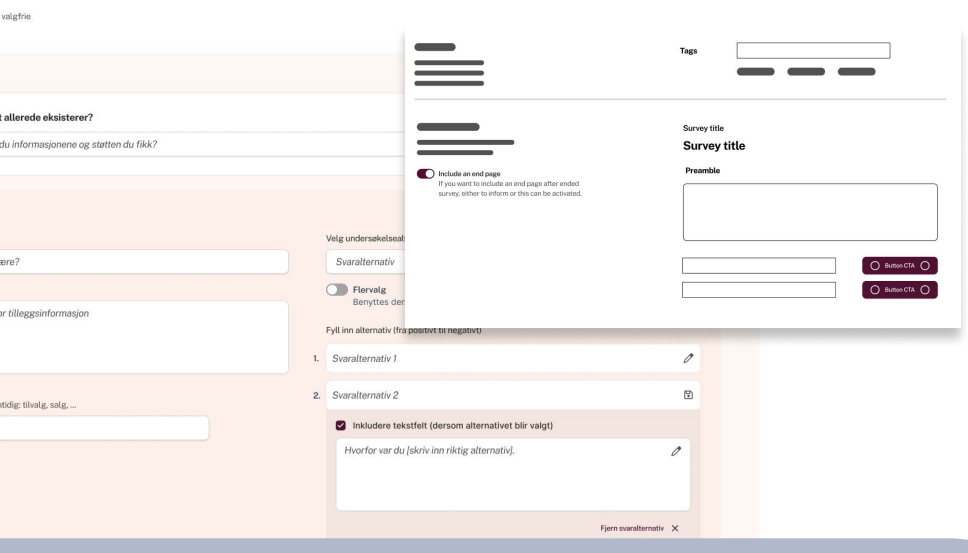
My contribution

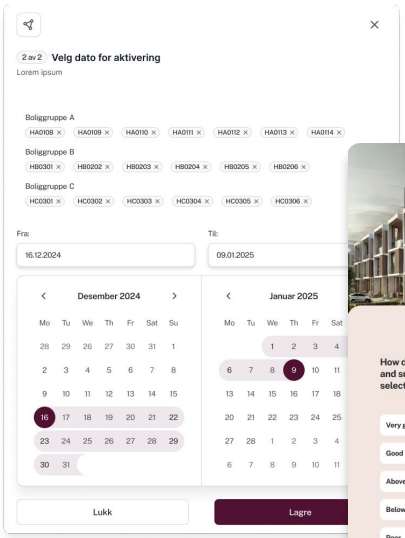
I was responsible for the entire design process, from exploring challenges and opportunities to designing an integrated experience for survey creation, configuration and data access.

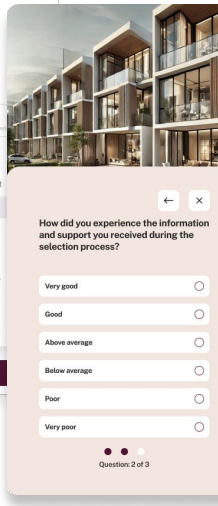
This involved defining user flows, exploring configurable triggers and finding meaningful ways to organize and present customer feedback.

What changed

The platform introduced an integrated survey solution that gives customers greater control over when feedback is collected, what is measured, and how the resulting data can be accessed and used to understand customer satisfaction.





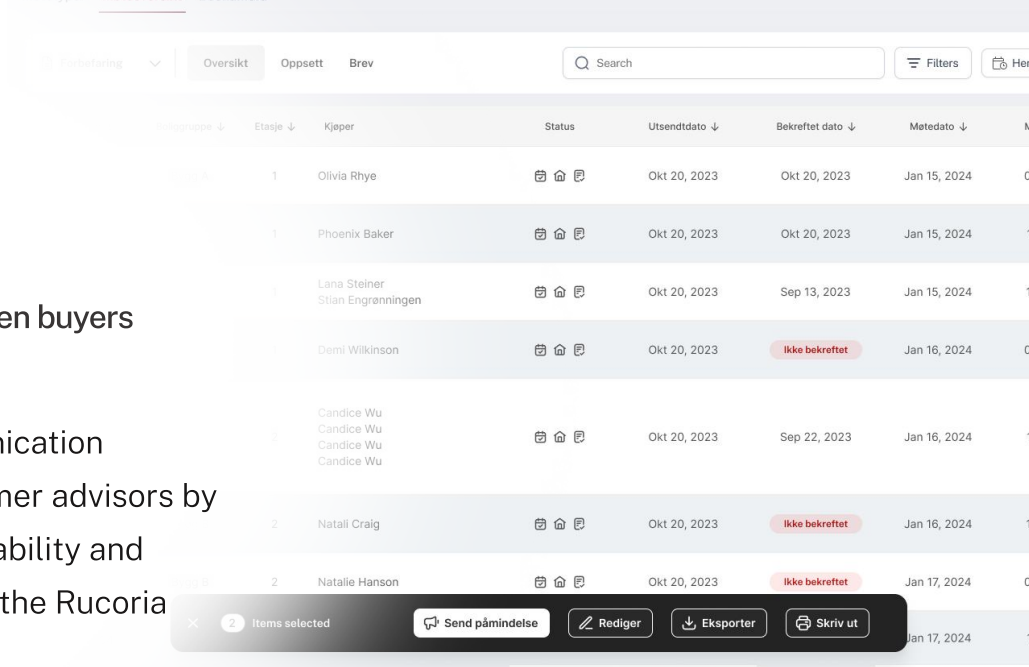


Usability Testing | Prototyping | Interaction Design | A/B Testing

Meet Booking

Simplifying communication between buyers and advisors

Meet Booking simplifies communication between homebuyers and customer advisors by allowing customers to view availability and request meetings directly within the Rucoria platform.



Problem

Homebuyers and customer advisors often relied on external tools to coordinate meetings throughout the purchasing process.

This fragmented communication and introduced unnecessary complexity into a journey already involving numerous decisions and deadlines.

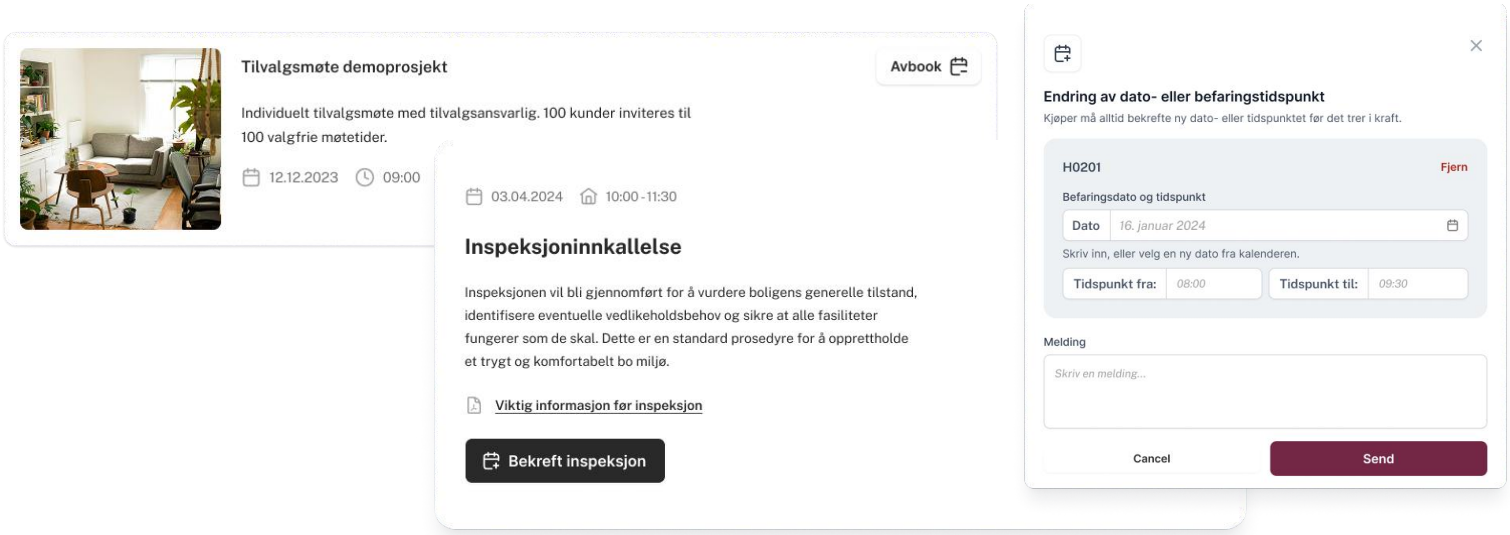
My contribution

I led the entire design process, from initial research and customer conversations through concept development, interactive prototyping, usability testing, and A/B testing.

I worked closely with developers to translate insights into a meeting experience integrated with the existing platform.

What changed

Meet Booking introduced a way for homebuyers to view advisor availability and request meetings directly within Rucoria, bringing another important part of the home buying journey into one connected experience.

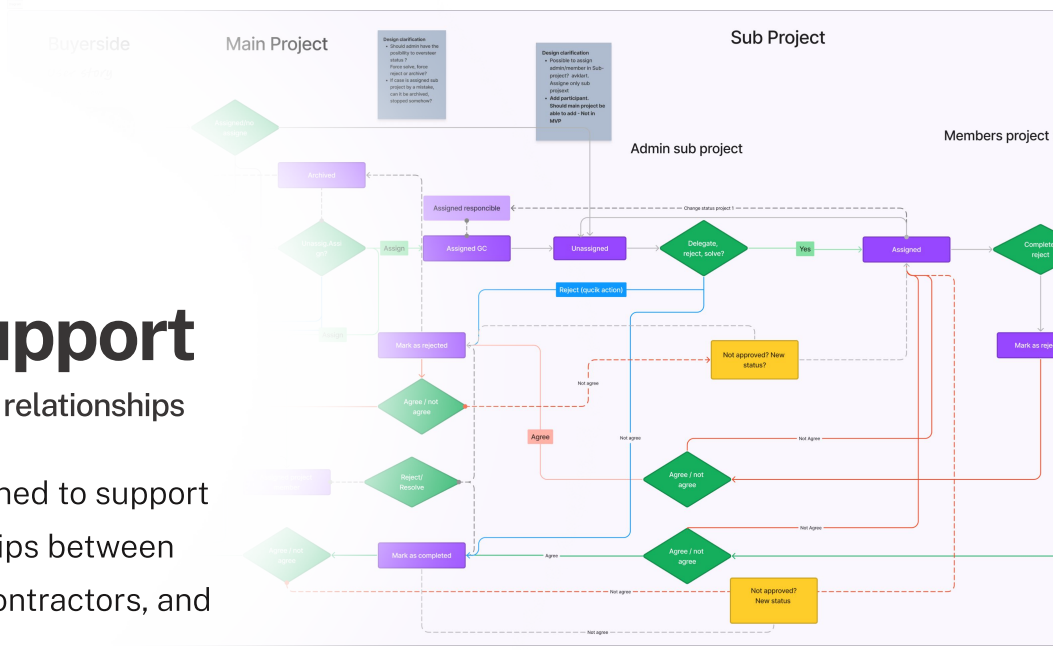


Usability Testing | Prototyping | Interaction Design | A/B Testing

Multi-Level Contractor Support

Simplifying complex contractual relationships

A platform enhancement designed to support complex contractual relationships between property developers, general contractors, and subcontractors.



Problem

Residential developments in Sweden often involve several contractual levels, from property developers to general contractors and subcontractors.

Rucoria initially supported simpler contractual relationships, making it difficult to manage projects where several companies operated within the same construction hierarchy.

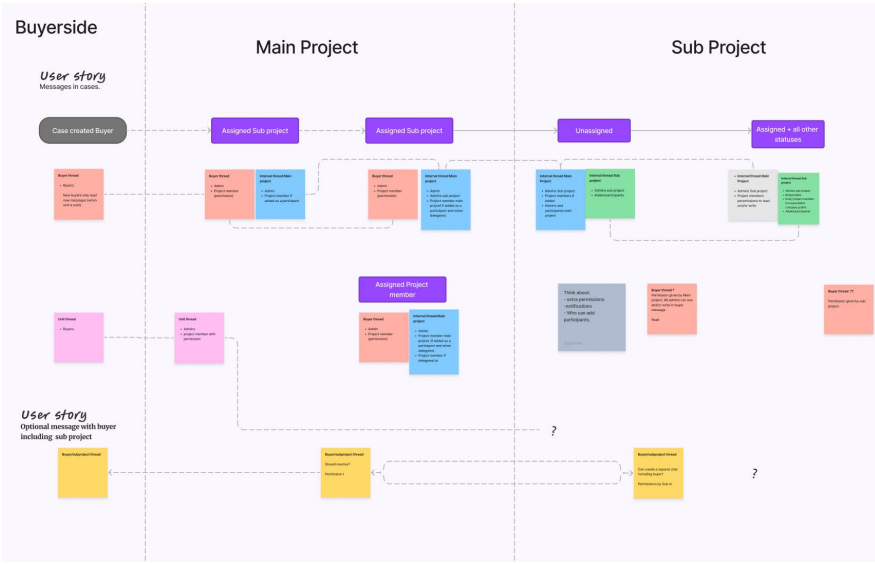
My contribution

The design work focused on translating complex contractual relationships into understandable user journeys and system interactions.

In this project I mapped all dependencies, explored user flows, and prototyped how different contractual roles could operate within one connected project structure.

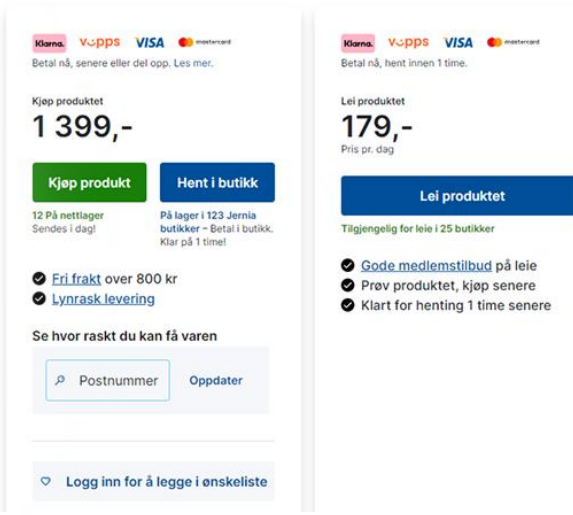
What changed

The proposed solution introduced a platform model capable of accommodating multiple contractual levels, providing a more complete representation of how construction projects operate and how responsibilities are distributed between companies.



Workflows | Prototyping | Interaction Design | UX Research





Jernia, Equipment Rental

Bringing equipment rental into E-commerce

A concept exploring how equipment rental could become a natural part of the Jernia e-commerce experience, allowing customers to discover and rent tools alongside traditional product purchases.

Problem

Jernia wanted to improve its online equipment rental experience as competitors introduced more convenient rental services.

Rental needed to feel like a natural part of the existing shopping journey rather than a separate and potentially confusing process.

My contribution

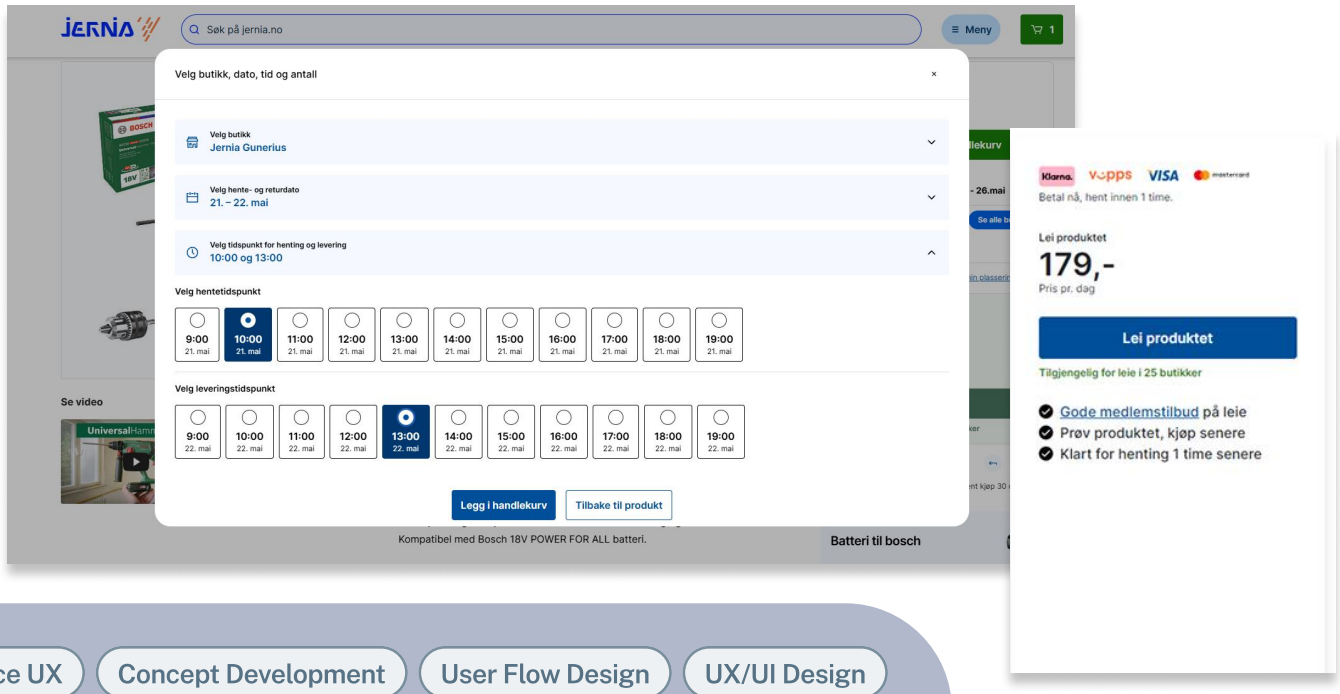
I explored how rental services could be integrated into Jernia's existing e-commerce platform, focusing on discoverability and the selection process.

My work included concept development, user flows and interface design, which were ultimately implemented and launched.

What changed

The project moved from concept to production, introducing equipment rental as part of Jernia's e-commerce experience.

Customers could discover and rent equipment through the existing platform, bringing purchasing and rental services together in a more connected shopping journey.



E-commerce UX | Concept Development | User Flow Design | UX/UI Design



Trident Juncture 2018

Designing communication at a National Scale

A digital communication initiative supporting one of the largest NATO exercises in Norway, providing essential information and guidance to international military personnel and the Norwegian public.

Problem

One of the largest NATO exercises held in Norway required clear, accessible information for thousands of international military participants and the Norwegian public.

These audiences had very different needs, ranging from practical travel and logistical guidance to information about traffic disruptions, restricted areas, and public safety.

My contribution

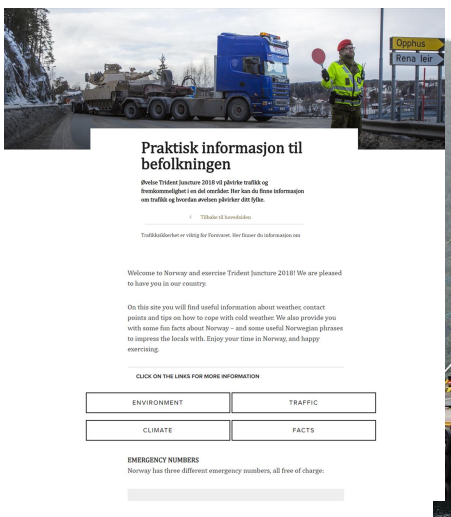
I worked on digital communication solutions that addressed the needs of different audiences.

My focus was on connecting digital services, organizing complex information and prioritizing essential content, making it easier for users to find and understand the information they needed.

What changed

The project helped establish digital communication experiences for military participants and the public.

The exercise also demonstrated the importance of supporting urgent communication, as crisis communication functionality was used following the KNM Helge Ingstad accident.

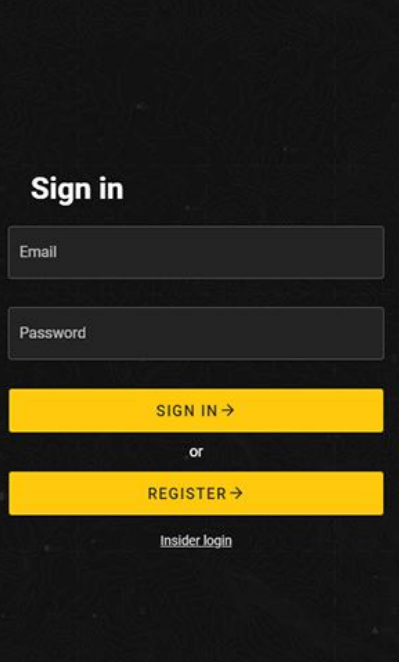




Communication Design | Information Architecture | User-Centered Design | Interdisciplinary team

GameTactic

Making tactical planning more collaborative



A collaborative tactical planning application for multiplayer gaming, designed to help players visualize strategies, coordinate team movements, and communicate plans through interactive maps and shared tools.

Problem

Planning tactics for online multiplayer games often depends on static images, external tools, and conversations that make it difficult for players to visualize strategies and coordinate their actions.

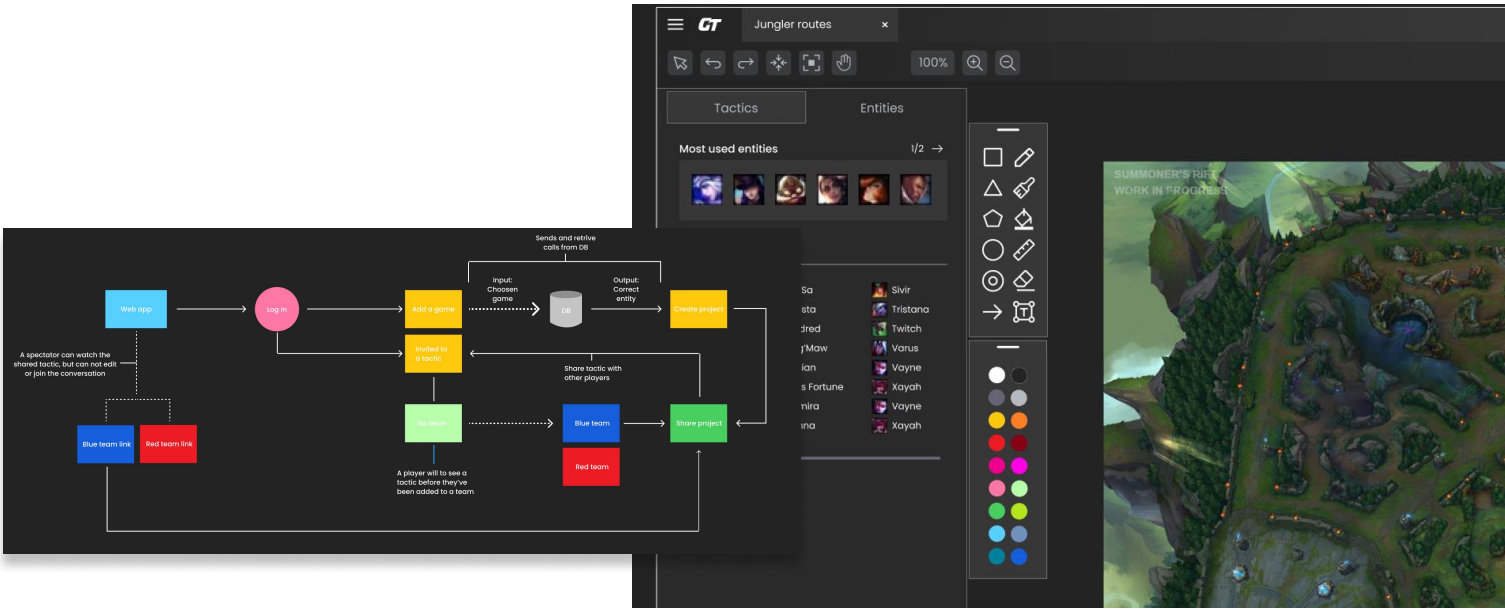
My contribution

Through my network in the gaming community, a few friends approached me to help design GameTactic.

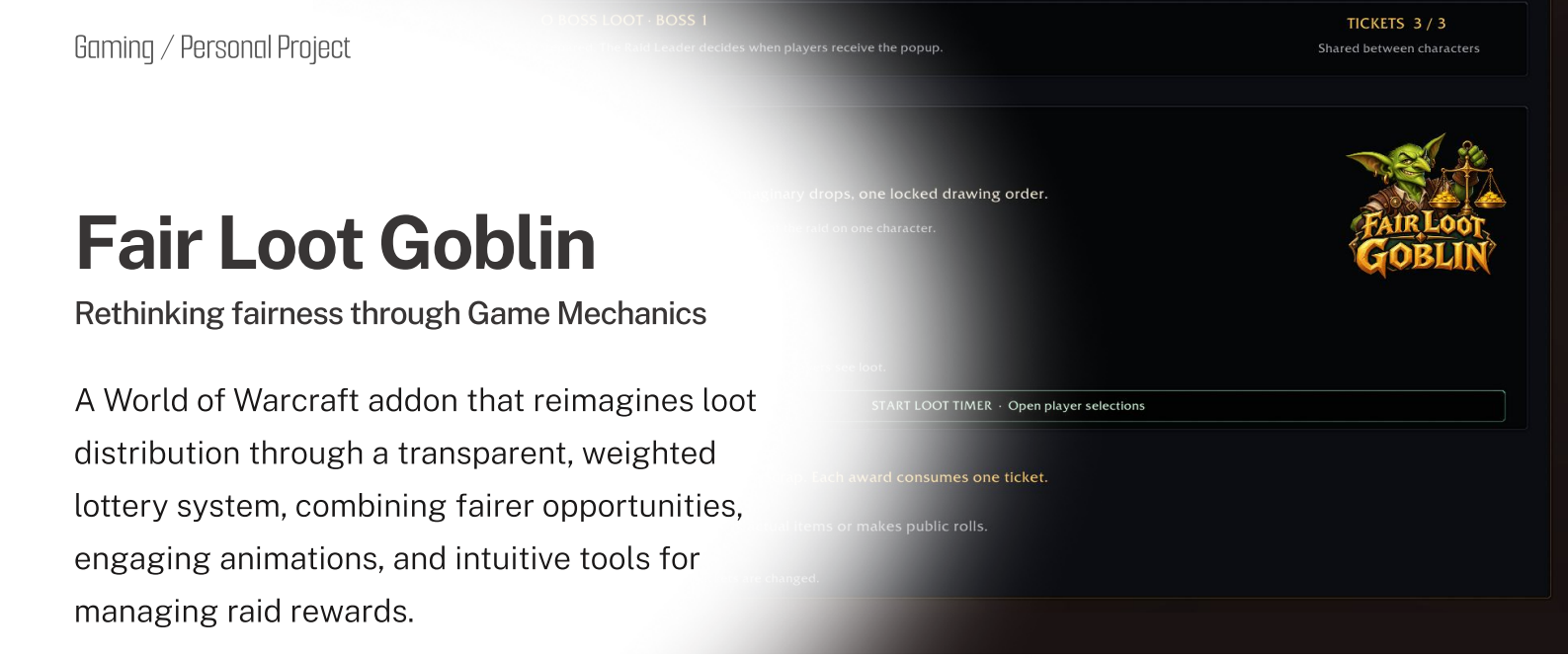
I explored how interactive maps and collaborative planning tools could improve team communication while also experimenting with product strategy and interaction design.

What changed

The concept evolved into a web application designed to support visual planning and collaboration, offering a more interactive alternative to static images and disconnected planning tools.



Product Strategy | Concept Development | Interaction Design | Prototyping



Fair Loot Goblin

Rethinking fairness through Game Mechanics

A World of Warcraft addon that reimagines loot distribution through a transparent, weighted lottery system, combining fairer opportunities, engaging animations, and intuitive tools for managing raid rewards.

Problem

Traditional loot distribution systems in World of Warcraft can feel unpredictable or unfair when some players win repeatedly while others receive nothing.

Certain systems can also discourage players from participating in rolls, even when an item represents an upgrade.

My contribution

I developed Fair Loot Goblin as a personal project, rethinking loot distribution through a weighted lottery system.

I designed the underlying rules, interaction flows, and interface, with particular emphasis on transparency, player participation, and making the drawing process engaging.

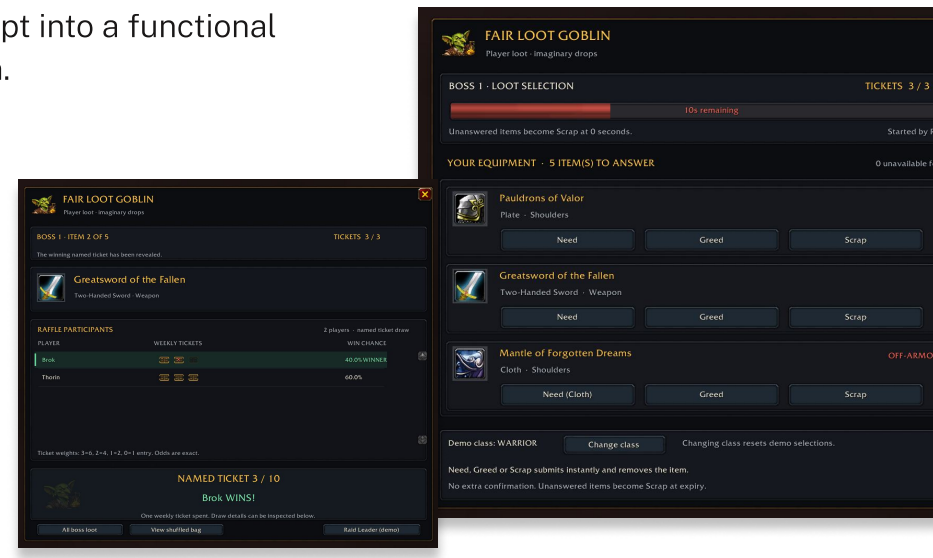
I also explored AI-assisted development to turn the concept into a functional addon.

What changed

The project evolved into an addon featuring weighted draws, visible winning probabilities, animated lotteries, and tools for managing loot distribution.

It demonstrates how interaction design and game mechanics can be combined to address a problem within an established system.





Game UX · Concept Development · Interaction Design · AI-Assisted Development