

Francisca Kanstrup

Francisca.fkanstrup@gmail.com, +45 20 62 69 15, Portfolio: Francisca.design

Summary

Interaction Design | Digital Product Designer | UX/UI

Detective-turned-designer uncovering hidden patterns and transforming them into meaningful experiences. I design across research, UI/UX, and e-commerce with a user-centred and cross-disciplinary approach

Education

IT University of Copenhagen

MSc & BSc Digital Design & Interactive Technologies

Specialization in interaction design & speculative futures

2025

Thesis grade 12

GPA 10

DK grading scale

California State University Long Beach

Product Design & Art History

2019

GPA 4.0

US grading scale

Skills

Research – User interviews, Usability Testing, Journey Mapping, Foresight/ Future Studies.

Design/Tech – Figma, Design Systems, Prototyping, Adobe Suite, HTML/CSS, Arduino, Python, React Native, R.

Project Management – Facilitation, Co-design, Stakeholder Management, Cross-disciplinary Work.

Work & Project Experience

Product Designer (Speculative Futures)

25

Sony Music Denmark – Collaboration with Copenhagen institute for future studies

- Developed speculative concepts exploring the future of music technology, grounded in foresight.
- Pitched prototypes to a cross-functional group now under consideration for partial implementation.
- Bridged design and strategy by analysing Sony's market wins/losses and translating findings into actionable opportunities.

Key skills: interaction design, AI-driven design, systems thinking, storytelling, foresight, user research.

Interaction & Experience Designer

24 – 25

Design Museum Denmark

- Conducted user research, journey mapping, and usability testing to reimagine visitor experiences.
- Prototyped physical-digital interactions enhancing visitor engagement.
- Delivered a visual workbook and actionable design strategies adopted by the museum team.

Key skills: interaction design, prototyping, physical computing, cultural/user research, strategy.

UI/UX Design Consultant

24

Reference Studios – Freelance

- Designed onboarding flows, community features, and design systems in Figma for clients.
- Conducted user research and testing to validate flows, shaping product strategy with stakeholders.
- Delivered high-fidelity prototypes that aligned visual craft with commercial goals.

Key skills: Consulting, Figma, UI/UX, User Research, stakeholder collaboration, design systems.

Teaching Assistant (Bsc & Msc level)

21 – 25

IT University of Copenhagen

- Taught 100+ students design thinking and theory, UI/UX, and Figma.
- Supervised projects end-to-end, guiding students in prototyping and testing strategies.

Key skills: supervision, facilitation, communication, prototyping, design methods.

E-commerce Webmaster

20–23

Moliin Copenhagen

- Managed and optimized the brand's e-commerce platform, ensuring usability and alignment with visual identity.
- Designed new graphics and optimized user flows to support collection launches.
- Collaborated with commercial teams to balance aesthetic quality with sales and conversion goals.

Key skills: E-comm, cross-disciplinary collaboration, UI/UX, wordpress,