

Kalpana

Junior Product Designer | Research, Interaction Design & Prototyping

Newcastle, United Kingdom (open to relocation) | soroutkalpana@gmail.com | [LinkedIn](#) | [Portfolio](#)

Product designer who takes ideas from user research to tested, deployed prototypes, grounded in an AI and Data Science degree and a graphic design background. My MSc dissertation, AuthentiScan, lifted AI content detection accuracy from 67% to 97%, and I have led two four person teams from first idea to working demo.

AREAS OF EXPERTISE

Research: user interviews, usability testing, think aloud studies, surveys, written elicitation, thematic analysis, competitor analysis, literature reviews

Design: user flows, information architecture, personas, wireframes, low to high fidelity prototypes, interaction design, visual design, UX writing, accessibility and inclusive design

Collaboration: leading small teams, workshops, presenting design rationale, client feedback rounds, designing within technical constraints

Tools: Figma, Figma Make, Adobe Illustrator, Adobe Photoshop, Framer, Cursor, Claude Code, Vercel, Miro, Notion

EDUCATION

MSc Human Computer Interaction

Newcastle University

Sep 2025 to Sep 2026

Newcastle, UK

Modules: UX Design Methods | Introduction to HCI & UX | Physical Prototyping | Human AI Interaction & Futures

Bachelor of Technology (AI and Data Science) CGPA: 8.9

Vivekananda Institute of Professional Studies

Dec 2021 to Jul 2025

New Delhi, India

PROJECTS

AuthentiScan | Newcastle University

Aug 2026

MSc HCI dissertation: a viewer facing interaction pattern that helps social media users spot undeclared AI generated influencer content.

- Lifted detection of undeclared AI content from 67% to 97%, and user confidence from 3.4 to 4.6 out of 5, by designing a three layer, signal assisted evaluation pattern and testing it with nine participants.
- Identified a gap no existing tool addressed, viewer side transparency under EU AI Act Article 50, by screening 214 papers down to 37 across ACM, IEEE and Google Scholar.
- Designed the interaction pattern in Figma and turned it into a working React prototype inside a realistic Instagram Reels replica, so participants tested it in a familiar context.
- Ran a three phase Research through Design study combining written elicitation, thematic analysis (47 codes into 5 themes) and remote think aloud testing, then distilled five design principles.

Neighbourhood | NorthFutures Hackathon

Jul 2026

Community concept that helps teenagers find people with shared interests and meet them at small, local creative events.

- Led design for a four person team through several pivots to one clear concept under hackathon time pressure.
- Designed a virtual neighbourhood where teenagers browse interest rooms, view peer artwork in a photogrammetry gallery, and sign up for real local events.
- Prototyped the core flow twice, as interactive HTML and in Figma Make, and received positive feedback on the virtual world concept and on fitting it into teenagers' existing routines.

Safe Bite | Newcastle University

Mar 2026

A Raspberry Pi kiosk that filters restaurant menus by allergy when a diner taps an RFID card.

- Led a four person team from idea to live demo in three weeks, running research, hardware and UI workstreams in parallel.

- Designed the allergen filter so a dish only shows as safe when it is confirmed safe, putting user safety ahead of menu choice.
- Integrated an RFID reader, presence sensor, LED strip and speaker on a Raspberry Pi 4, keeping feedback under 100ms so the kiosk felt instant.
- Grounded decisions in calm technology and embodied interaction, and fixed a card swap failure with the team live during user testing.

Twofold | Newcastle University

Dec 2025

A connected wearable and companion app that lets long distance partners share quiet signals of presence.

- Removed location sharing from the concept after applying the Responsible Research and Innovation (RRI) framework, reframing the product around consent based presence signals.
- Grounded the core interactions (charging dock ritual, photo locket, haptic taps) in six studies, a persona and a ten panel storyboard.
- Mapped the full user flow from onboarding to daily use, and a think aloud test of the 3D printed prototype showed users valued its emotional meaning but sometimes found haptic signals demanding.

PROFESSIONAL EXPERIENCE

Hecho por Nosotros (HxN)

Remote, UK

Volunteer Web and UX/UI Specialist

Oct 2026 to Present

- Supporting web and UX/UI work for HxN, the sister organisation of animaná.

Newcastle University

Newcastle, UK

SAGE Student Ambassador

Oct 2025 to Sep 2026

- Represented the faculty to around 200 prospective students across 4 Open Days, explaining complex programme information clearly to varied audiences.
- Ran a hands on interaction design workshop for visiting students, facilitating group discussion and a practical design exercise.
- Planned and led campus tours with a partner, mapping a route through key facilities to fit a fixed time slot.

Social Swipe

Freelance Graphic Designer

Aug 2024 to Jan 2025

- Delivered 200+ design assets for 15 clients, with positive feedback from every client, by translating each client's goals and customer needs into a distinct visual identity.
- Developed a branding strategy for each client independently and kept every brand consistent across logos, banners and social graphics.
- Wrote campaign copy alongside the visuals and iterated through client feedback rounds, delivering every account on schedule.

Graphic Design Intern

Jun 2024 to Aug 2024

- Informed design strategy across multiple client accounts by running user research and competitor analysis and turning the insights into recommendations tied to client goals.
- Created brand content with senior designers, refining my work through their feedback to balance visual quality with user needs.

COURSES

- Google UX Design Professional Certificate, Google, Coursera (Nov 2024)