

# Maya Solanki

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## EDUCATION

<b>Northeastern University, D'amore-McKim School of Business</b>	Boston, MA
<i>Bachelor of Science in Business Administration and Design</i>	May 2025
Concentrations in Social Innovation & Entrepreneurship and Interaction Design	GPA: 3.4
<b>Honors and Awards:</b> Dean's List, Academic Scholarship	
<b>Basel Academy of Art and Design FHNW</b>	Basel, CH
<i>Typography &amp; Graphic Design</i>	May 2023 – June 2023

## EXPERIENCE

<b>Hot Press Magazine</b>	Dublin, IE
<i>Photography &amp; Videography Co-op</i>	July 2024 – December 2024
<ul style="list-style-type: none"><li>• Captured live music, portrait, and festival photography for both print and digital publication.</li><li>• Directed, shot, and edited video interviews and reels, generating 700k+ TikTok views and 256k+ Instagram views.</li><li>• Produced multimedia content optimized for TikTok, Instagram, and HotPress.com, ensuring brand consistency and accessibility.</li><li>• Collaborated with editors and marketing to align photography, copy, and video with publication strategy.</li><li>• Published and maintained articles in WordPress CMS, applying SEO and editorial best practices.</li></ul>	

<b>The Avenue</b>	Boston, MA
<i>Video Director &amp; Content Strategist</i>	January 2023 – May 2025
<ul style="list-style-type: none"><li>• Directed, produced and edited short films, teasers, and editorial campaigns across digital, print, and social platforms.</li><li>• Designed layouts and spreads in Adobe InDesign, blending typography, photography, and illustration.</li><li>• Managed creative rollout timelines, coordinating with writers, editors, and design staff.</li><li>• Guided a team of photographers, videographers, and editors; provided feedback on shoots and post-production.</li><li>• Experimented with multimedia formats (film, photography, illustration) to push editorial storytelling.</li><li>• Produced promotional video content for new issues, ensuring brand voice and engagement.</li></ul>	

<b>ELEMENT Productions</b>	Boston, MA
<i>Production &amp; Post Co-op</i>	July 2023 – December 2023
<ul style="list-style-type: none"><li>• Provided client services on set and during prep, acting as point-of-contact to ensure smooth communication.</li><li>• Organized pre-production logistics including prop ordering, catering, location scouting, and call sheets.</li><li>• Coordinated administrative workflows, maintaining project documentation and production schedules.</li><li>• Supported shoots on location, troubleshooting last-minute issues, ensuring client and crew needs were met &amp; handling scheduling adjustments</li><li>• Selected and organized clips for editors, ensuring continuity and alignment with creative direction.</li><li>• Trained and onboarded the incoming Post-Production Coordinator to maintain workflow efficiency.</li></ul>	

<b>UX/Product Design Projects</b>	Boston, MA
<i>Academic Work</i>	September 2021 – May 2025
<ul style="list-style-type: none"><li>• Designed and prototyped responsive websites and mobile apps in Figma.</li><li>• Conducted user research, interviews, and usability tests to refine interaction flows.</li><li>• Built wireframes and high-fidelity prototypes, applying principles of accessibility and visual hierarchy.</li><li>• Created concepts such as a student-focused travel booking site and a social music-sharing feature.</li><li>• Applied HTML/CSS for responsive layouts; iterated on design through user feedback and audits.</li></ul>	

<b>Tastemakers Magazine</b>	Boston, MA
<i>Photographer</i>	September 2022 – May 2025
<ul style="list-style-type: none"><li>• Photographed live music performances, portraits, and editorial features for web and print.</li><li>• Edited images in Adobe Lightroom and Photoshop, balancing clarity, tone, and brand style.</li></ul>	

## SKILLS

**Creative & Editing Tools:** Adobe Creative Suite (Premiere Pro, After Effects, Audition, Photoshop, Lightroom, InDesign), DaVinci Resolve, CapCut, Frame.io, Canva, Figma

**Design & UX:** Visual Design, Prototyping, Responsive Web Design (HTML/CSS)

**Content & Social Media:** Social Media Management (TikTok, Instagram, YouTube, Pinterest, Meta Business Suite), Trend Research, Campaign Ideation

**Collaboration & Publishing:** WordPress/CMS, Digital Asset Management, Asana, Miro, Microsoft Office, Google Suite