

Maya Solanki

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EXPERIENCE

Product Designer - Sift (Client Project), Scout, Boston, MA January 2024 – April 2024

- Designed key features (notifications and search) for a mobile advice-sharing platform.
- Balanced stakeholder priorities and user needs in a fast-paced, collaborative team setting.
- Developed user personas, contributed to the brand system, and iterated flows in Figma.
- Navigated shifting team dynamics and vague client requests to ship a polished solution.

UX Designer, Spotify (Student Project), Boston, MA January 2024 – March 2024

- Designed a new music-sharing feature with a human-first approach to social interaction.
- Conducted interviews and surveys to validate hypotheses and mapped findings to product flows.
- Built low- and high-fidelity prototypes in Figma that followed Spotify's design system.
- Applied Nielsen heuristics to ensure usability and consistency across components.

UX Designer, Wanderlust (Student Project), Boston, MA March 2023 – April 2023

- Reimagined a travel site for Gen Z students with an emphasis on affordability and discovery.
- Led visual + interaction design in Adobe XD and improved user flows through usability testing.
- Prioritized clarity and simplicity in content hierarchy and navigation patterns.

Product Designer - USDA Web Soil Survey Redesign (Student Project), Boston, MA January 2025

- Audited metadata structure and mapped user flows for a complex government data portal.
- Delivered a streamlined landing page in Figma with improved usability and hierarchy.
- Maintained key visual identifiers while rebranding the interface for modern accessibility.

UX Designer - Yale School of Art Website Redesign (Student Project), Boston, MA February 2023

- Redefined content strategy and visual structure for a content-heavy institutional site.
- Conducted visual audits and prototyped key layouts in Adobe XD, focusing on usability and clarity.

Video Director & Content Strategist, The Avenue, Boston, MA December 2022 – May 2025

- Led the creative direction for multimedia storytelling projects exploring identity and culture.
- Directed short films and managed editorial campaigns from concept to post-production, blending narrative structure with visual clarity.
- Balanced aesthetics and usability in content planning, often thinking like a UX strategist when building user journeys for digital rollouts.

Digital Content Strategist, Hot Press Magazine, Dublin, IE July 2024 – December 2024

- Developed content strategies and produced video-first editorial pieces with a focus on audience engagement across platforms.
- Applied iterative feedback and insights from viewer behavior to optimize content flow and user interaction.
- Collaborated cross-functionally with editorial and social teams to maintain consistency across digital touchpoints.

Production & Post-Production Assistant, ELEMENT, Boston, MA July 2023 – December 2023

- Managed assets and client feedback to streamline cross-team workflows.
- Supported storytelling through editing coordination and production logistics.

EDUCATION

Northeastern University, Boston, MA 2021 – 2025

Business Administration and Design (B.S.) | Concentrations in Social Innovation/Entrepreneurship & Interaction Design

Relevant Courses: Interaction Design 1 & 2, Experience & Interaction, Typography 1 & 2

Honors and Awards: Dean's List, Dean's Scholarship

Basel Academy of Art and Design FHNW, Basel, CH May 2023 – June 2023

SKILLS

Tools & Platforms: Figma, Adobe Creative Suite, Google Suite, Adobe XD, Miro, Asana, GitHub (basic), HTML/CSS

Design: UI/UX Design, Visual Design, Interaction Design, Design Systems, Prototyping, User Research, User Testing, Accessibility, Responsive Design

Other: Content Strategy, Cross-functional Collaboration, Video Production, Editorial Storytelling