Maya Solanki

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EXPERIENCE

UX Designer, *Spotify (Student Project)*, Boston, MA   January 2024 – April 2024
- Created a new music-sharing feature within Spotify's app, addressing user pain points and enhancing social interaction.
- Conducted heuristic evaluations, persona development, and iterative prototyping.
- Analyzed peer-to-peer sharing patterns through surveys and user interviews to validate feature direction.
- Built low- and high-fidelity wireframes and interactive prototypes in Figma.

UX Designer, *Wanderlust (Student Project)*, Boston, MA   March 2023 – April 2023
- Reimagined a travel booking site for budget-conscious college students, incorporating user research into the site's visual and information architecture.
- Built a clickable prototype in Adobe XD and conducted usability testing to refine key interactions.

UX Designer - Sift App, *Scout,* Boston, MA   January 2024 – April 2024
- Collaborated with a team to design a mobile advice-sharing app for parents.
- Contributed to visual design system, branding, and core user flows.

Video Director & Content Strategist, *The Avenue*, Boston, MA   December 2022 – May 2025
- Directed and edited immersive editorial video content, focusing on narrative structure and emotional resonance for digital audiences.
- Developed rollout strategies for multi-platform releases, ensuring consistent brand voice and intuitive viewer journeys.
- Led creative teams and coordinated logistics for complex shoots, balancing user-centric design with editorial goals.

Digital Content Strategist, *Hot Press Magazine*, Dublin, IE   July 2024 – December 2024
- Produced digital-first content optimized for TikTok and Instagram, leveraging audience insights and engagement metrics to inform storytelling.
- Partnered with editorial and marketing teams to align narrative and visual strategy across platforms, ensuring a cohesive user experience.
- Oversaw video production from planning to delivery, applying iterative feedback to meet user needs and brand standards.

Production & Post-Production Assistant, *ELEMENT*, Boston, MA   July 2023 – December 2023
- Supported end-to-end project workflows; managed digital assets to facilitate smooth collaboration between teams.
- Participated in client review sessions, learning to synthesize and apply feedback for improved project outcomes.
- Assisted with production logistics and file preparation to streamline editor workflows and maintain consistency across deliverables.

Photographer, *Tastemakers Magazine*, Boston, MA   September 2022 – May 2025
- Captured high-impact imagery for print and digital use, translating live performance energy into emotionally-driven visuals.

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

Software: Figma, Adobe CS, XD, Asana, Miro, Sketch, Powerpoint
Design: UI/UX, Visual Design, Prototyping, User Research, Interviewing, User Testing, Design Systems, Responsive Design
Programming: HTML, CSS