Maya Khan

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PROFESSIONAL SUMMARY

Multidisciplinary designer and developer with 6 years of experience creating user-centric solutions. Skilled in Python, Java, C++, React, SQL, and Figma. Led collaborative teams on projects —applying project management, design thinking, and agile execution. Passionate about building accessible technology at the intersection of AI, design, and human behavior.

EDUCATION

University of California, San Diego   **San Diego, California**
B.S. in Cognitive Science: Machine Learning and Neural Computation | Minor in Computer Science | 3.56 GPA | Mar 2025
Relevant Coursework: Advanced Interaction Design, Data-Driven UX/Product Design, Sustainable Development Design
Princeton High School   **Princeton, New Jersey**
High School Diploma | Princeton Board of Education Student Liaison | Class Vice President   *June 2021*

WORK EXPERIENCE

Frontend Developer & UI/UX Designer   **Princeton, New Jersey**
Estetica Medical Aesthetics   *Mar 2024 - Present*
- Relaunched the company's website on WordPress, driving a 30% increase in engagement through responsive design.
- Executed SEO strategy (keywords, metadata, performance tuning), improving organic traffic by 40% in 3 months.
- Conducted comprehensive usability testing and gathered feedback to iterate on design improvements based on insights.

Director of Marketing   **San Diego, California**
Seay Vintage   *Feb 2024 - Present*
- Utilized various social media platforms to effectively market the clothing line, resulting in increased brand visibility.
- Successfully sourced and priced vintage clothing items from vendors, ensuring a diverse product range for customers.
- Analyzed market strategies to refine marketing tactics and product offerings, leading to improved customer satisfaction

Digital Brand Marketing Associate & Ambassador   **Remote**
Freelance   *Jan 2023 - Present*
- Collaborated with 10+ global brands including *Valentino, Skims,* and *ShopBop* to create user-centered digital content.
- Applied user research to guide content design, improve engagement, and ensure alignment with consumer behavior.
- Led collaboration with brand teams to align campaign execution with both marketing objectives and user needs

Digital Empowerment Mentor   **Washington, D.C.**
U.S. India Policy Institute and Digital Empowerment Foundation   *Jan 2023 - Aug 2023*
- Delivered digital literacy training (Excel, coding) to 100+ rural women in India, promoting economic independence.
- Designed and facilitated leadership workshops on public speaking and career readiness, boosting communication skills.
- Provided 1:1 mentorship and career advising, with several mentees securing roles in community organizations.

PROJECTS

Planet Flip: Energy Ave Energy Conservation Game   **San Diego, California**
UI/UX Designer & Software Developer   *Jan 2025 - March 2025*
- Designed and developed an interactive, educational game focused on energy conservation using Construct 3 platform.
- Collaborated with a team to create high-fidelity wireframes, prototypes, and a roadmap in Figma for launch.
- Conducted user research and usability testing, gathering insights to refine for an engaging learning experience.

Epic Software Case Study: EMT-to-ER Patient Handoff Optimization   **San Diego, California**
User Experience Researcher & Designer   *Jan 2025 - March 2025*
- Conducted UX research and usability testing to optimize the EMT-to-ER patient handoff process in Epic Software.
- Redesigned the tracking board and quick registration to integrate real-time EMT data to enhance hospital preparedness.
- Developed and tested streamlined UI flows for users, prioritizing rapid decision-making and seamless patient intake.

SKILLS & INTERESTS & CERTIFICATIONS

Hard Skills: Python, Java, C++, Excel, HTML, JS, CSS, Figma, GitHub, SQL, Tableau, Microsoft Suite, Adobe, Canva, React
Activities & Societies: Society of Women Engineers, Pi Beta Phi, CogSci Student Association
Interests: Healthcare, Medicine, Fashion, Sustainability, Art, Cooking, Volunteering, Travel, Music.
Certifications: AWS Cloud Quest: Cloud Practitioner