

Rohan Sahai

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EDUCATION

Northwestern University, Evanston IL
Bachelor of Science in Mechanical Engineering, 2013
Minor in Music Technology

Choate Rosemary Hall (High School)

ACT: 33 Major GPA: 3.55/4.0

EXPERIENCE

Leadership Development Program Associate, at Pearson PLC: Summer 2013-Current **Washington, DC**

- Work in K-12 eLearning division developing online music courses in partnership with Juilliard Conservatory of Music
- Design and manage development process for all interactive resources (widgets, audio, video) in 4 courses
- Most customer facing team member, specializing in UX of interactive resources when courses are under final review
- Co-design and implement product map for courses in their transition to new platforms, such as tablet/mobile etc.

Product Management Intern at Shure Incorporated: Summer 2012 **Chicago, IL**

- Performed Customer, and Competitive analysis on new wireless microphone product that proved essential in developing initial requirements for the product development team
- Researched mobile integration of wireless microphone systems and helped team develop first Shure wireless microphone system control app GUI (Graphical User Interface)

Company Cofounder, WildTalent: Spring 2011-Spring 2012 **Evanston, IL**

- Started a talent agency on campus. Signed campus talent, and booked artists/groups shows
- Successfully negotiated 15% commission, beating industry standard 10% by leveraging untapped talent
- Northwestern Entrepreneurship and Business Club ISBE provided extra funding for the strong idea

Intern at Universal Republic Records: Summer 2011 **New York, NY**

- Designed web related marketing plans (youtube, facebook, twitter) for 10 artists
- Received a promotion within 3 weeks, joined digital marketing team to design Spotify and other web marketing strategies for many Universal artists

Company Founder, Sahai Music: Summer 2010 **Long Beach, NY**

- Started a summer guitar lesson business which quickly expanded to piano, bass, and drum lessons, resulting in over 30 customers a week (and \$2000 revenue)

COLLABORATIVE/CREATIVE WORK

Product Design Projects — Engineering Design and Communication Program

- Worked with Rehabilitation Institution of Chicago in creating boccia ball equipment for patients suffering from cerebral palsy
 - Gained valuable client/customer research experience, along with essential design skills
- Worked with Northwestern University client/inventor to improve the safety of child car seats
 - Designed a product from scratch using research and hands on customer evaluation

SayHi Beats, Songwriting and Producing

- Started creating and producing music in my free time and eventually reached web recognition
- Produced music with over 40,000 views on YouTube

Extra-Curricular

- Member of/competed in Annual NU Robot Design Competition (Sponsored by SpaceX)
- Member and Financial Chair NU Club Squash Team - High School Varsity Cross Country/Track - Avid Surfer
- Public Health Brigade Volunteer (Traveled to Honduras to improve living/hygienic conditions via engineering skill)

Computer Skills: C, Matlab, Javascript, HTML, CSS, Excel, Logic Pro, CAD