

# AARSHIN KARANDE



American citizen;  
Seattle, WA, USA



aarshinkarande.com



AarshinKarande  
@gmail.com



+1 (425) 749-8056



/in/AarshinKarande



@AarshinKarande

## SUMMARY

I'm an experienced consultant specializing in policy, multimedia strategy, strategic storytelling, design, and research with:

- **12 years** leading marketing solutions and designing multimedia experiences to establish deep connections between users and brands.
- **6 years** researching and publishing about user experiences, media policy, and multimedia psychology.

## EMPLOYMENT

**Product Design Consultant**

PeopleFirm  
Seattle, WA

- Managed all internal and external product delivery needs for 48 consultants involving clients like Microsoft, Nike, IBM, Bill & Melinda Gates Foundation, Nordstrom, Expedia, Bungie, etc.
- Supported multiple projects and clients at a time, delivering top-quality solutions rapidly relating to visual strategy, digital marketing, information design, and knowledge management.
- Developed production support strategy and implemented brand and marketing standards. Created scalable templates and models for group facilitations, client proposals, and marketing.

Nov. 2017 – Present

**Marketing Assistant**

LSE Media  
Policy Project  
London, U.K.

- Produced dozens of policy briefs and marketing materials for the European Commission.
- Administered social media marketing (8K+ followers), developed growth strategy, and managed events. Produced all marketing materials for public lectures and conferences.

Oct. 2015 – Dec. 2016

**Marketing & Research Assistant**

Valve Software  
Bellevue, WA

- Managed study testing 60+ game users over 6 months. Collected user data from eye-tracking, surveys, and Steam (confidential database) about user cognition and skill in *Dota 2*.
- Led strategy for marketing, social media, brand, and content. Managed internal wiki. Generated press (*The Daily Dot*, *THE Journal*). Developed brand style standards with principal designers.

Aug. 2014 – Mar. 2015

**Game Designer**

Litesprite  
Bellevue, WA

Developed and sold meditation game to LiteSprite (4.6/5.0 on AppStore). Developed solution based on research about games, mindfulness, and technology. App, *SinaSprite*, recognized at SXSW.

Mar. 2014 – June 2014

**Undergraduate Researcher**

University of Washington  
Bothell, WA

- Content analysis research with School of STEM studying education and consciousness. Findings published in peer-reviewed journal, *NeuroQuantology*.
- Literature review and competitive analysis research studying games and health (“mindful games”). Presented findings at the Mind & Life Institute in Boston, MA.

Jan. 2013 – June 2014

## EDUCATION

University of Oxford

**Certificate, Media Policy**

Among 38 participants selected globally to study at The Annenberg-Oxford Media Policy Summer Institute (AnOx).

July 2018 – Aug. 2018

The London School of Economics And Political Science (LSE)

**Master of Science (M.Sc.) with Merit, Media and Communication Governance**

- Elected to represent cohort for students’ union (LSESU Student/Staff Liaison Committee).

Sep. 2015 – Dec. 2016

University of Washington Bothell (UWB)

**Bachelor of Arts (B.A.), Media and Communication Studies (GPA: 3.78/4.00)**

**Minor, Consciousness Studies** (met qualifications, graduated without)

- Awarded Annual Dean’s List (2), Quarterly Dean’s List (10), and Outstanding Program of the Year for activism.

Sep. 2010 – June 2014

## MISCELLANEOUS

Software	Languages	Music	Genealogy	Hobbies
15+ years using media editors like the Adobe Creative Suite, Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, Microsoft Office, G Suite, etc.	Native speaker of English and Marathi. Basic proficiency in Hindi and Japanese. Deep interest in multilingual etymology.	Semiprofessional Indian Classical musician with 12+ years of advanced training in vocal, tabla, and harmonium. Performed at venues like Northwest Folklife Festival.	Recovered 8 generations of records and data about family ancestral history including family tree, DNA analysis, and archiving. Worked with historians.	Food and cooking, mindfulness and spirituality, politics and history, film and television, philosophy, literature, visual arts.

References available upon request.