Fashion & Textile Designer

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# **About**

As a perpetually curious individual, I discover fascination in even the simplest of phenomena. To me, fashion and textiles serve as a canvas reflecting the multifaceted traits and essence of an individual, I am endlessly curious, finding intrigue in the ordinary"

### **Work Experience**

### **Design Intern | OBEETEE Carpets**

February'06 - May'28

Actively contributed to various facets of the industry, including PET project, concept shoots, brand conceptualization, independent sampling, document creation, Jamdani collection

### **Design Assistant | House of Spade**

October'21 - December '23

Contributed to the development of designs and showcased the artistic value of hand stitching. Explored surface and artisanal textile techniques

# **Academic Projects**

### Edible Fabric | Fabric Making

July'22 to Sept'22

Catering to fashion industry problem developed a 100% biodegradable fabric which is edible in nature

### Shahi | Garment Construction

Aug'22 to Sept'22

Creating apparel for a market of modern Indians that is compatible with both Indian heritage and present lifestyle

### MUJI India | Marketing & Strategy Design

Oct'21 to Jan'22

Focusing on increasing social engagement via product vision

### ARAKU Coffee | Community Building

Feb'21 to June'21

Proposing interventions for furthering ARAKU's essence in India

#### Canine Rehabilitation | Product Design

June'11 to December'11

Developing a cost-effective underwater treadmill tailored for Indian shelters and NGOs, followed by presenting the concept to them.

#### Skills

- Styling
- Garment Construction
- Trend Forecasting
- Creative Visualization
- Design Research
- Marketing & Strategy Development
- Product Design
- Texture & Print development
- Dye Extraction

#### Software

- Adobe Suite
- Pro create
- CAD

### **Interest**

- Photography
- Embroidery
- Cultural reading
- Material Exploration
- Craft
- Devoted animal lover

### **Education**

The Design Village B.Des, Fashion and Textile 2020 - 2024

# **Personal Projects**

### **Clotho Mania** | Apparel Thrifting

The concept of advocating for slow fashion became a reality for me with the launch of my online thrift store

### **PuppShupp | Canine clothing**

Spearhead the design and development Comfortable range of canine clothing, overseeing production process

#### **Logo Design**

Collaborated with various brands to refine their brand identity and replicate their unique aesthetic in logos and visuals.