

# Safa THESNI

Textile & Apparel Designer / Art Direction / Concept Designer / Craft Documentation & Research Practitioner / Visual Storyteller / Sustainable Practitioner.



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I am a textile and apparel designer, who sees design as a language of material, colour, culture, and emotion. My work exists in the present, a meeting point between tradition and modernity, past and future. It draws from what has been passed down to me by our ancestors, and extends toward what I hope to pass on to future generations. My inspiration comes from observation: places, people, materials, Photography, travel, moments and the heritage of World crafts. Every experience becomes a visual note that slowly forms into textiles, surfaces, and form. Design is never a circle to me. No boundaries in it. Like a wave, it evolves, shaped by time, surroundings, and experience.

My work moves continuously, responding to context, always in transition. My process is grounded in research, documentation, and hands-on experimentation, guided by sustainable thinking and responsible material practice. I explore the relationships between colour, weave, texture, and surface, and how materials behave, age, and hold meaning. I'm drawn to the space where tradition meets experimentation, honouring craft while pushing it forward. I learn from artisans, from fibres that never behave the same way twice, and from mistakes that teach before they reward. Design feels like mapping emotion, turning something felt into something tangible. My fabrics carry feeling. My colours hold memory. I aim to create textiles that hold meaning - thoughtful, functional, and rooted in story. Always learning. Always becoming.

## Skills

Strong colour sensibility  
Visual Communication & Storytelling  
Layout & typography  
Procreate  
Photography and Videographer  
Concept development & Art direction  
Digital & print design  
Creative & Detail Oriented  
Graphic design  
Adobe Suite ( Photoshop, Indesign, Illustrator)

## Competencies

Strong conceptual and aesthetic judgment  
Process-Driven Approach  
Creative & Critical Thinking  
Time Management  
Adaptability - Rapid Learner  
Multi-Disciplinary Collaboration  
Detail-Oriented  
Excellent in teamwork  
Cultural & Artistic sensibility

## Language

English, Hindi, Malayalam

## Education

National Institute of Design, Andhra Pradesh (2021-2025)

G.H.S.S Chalisery (2018-2020)

## Experience

11.11 Eleven Eleven (2025) : Graduation project  
Internship : Junior designer - Worked as a Junior Designer supporting design development, research, and sampling. Involved in material sourcing, surface exploration, documentation, and assisting in project execution.

Summer intern at Baro market & Sanchari.co (2024) : Worked on the field with artisans documenting the process, ideas&process discussion, understanding different craft techniques, textile discussion, interviewing the artisans & documenting their experiences.

SIDR Craft (2024) : Created an apparel collection by blending elements from two distinct cultures, designing garments

Craft documentation with SIDR craft (2023) : Collaborated with two bandhani artisans from Kutch to learn the traditional craft and create original bandhani designs.

Chithrakadha'23 (2023) : Worked with Space design team for the Design marathon at National institute of Design.