

SAFA THESNI

Textile & Apparel Designer / Print +
Woven Surface Developer / Craft
Documentation & Research
Practitioner / Visual Storyteller /
Sustainable Practitioner.



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Skills

Visual Communication & Storytelling
Layout & typography
Procreate
Photography and Videographer
Concept development & Art direction
Digital & print design
Creative & Detail Oriented
Graphic design
Good understand of colours
AdobeSuite (Photoshop, InDesign, Illustrator
Illustrator)

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 (2023) : Worked on the field with artisans documenting the process, ideas&process discussion, understanding different craft techniques, textile discussion, interviewing the artisans & documenting their experiences.

Print project with APCO (2022) : Worked with The Andhra Pradesh State Handloom Weavers' Cooperative Society (APCO) to develop Print design for Sarees (under classroom guidance).

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

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

I am a textile and apparel designer with a strong inclination towards materiality, colour, and the cultural narratives embedded in craft. My work is informed by observation, travel, photography, and the rich heritage of Indian textiles, allowing everyday experiences to translate into visual and tactile outcomes. I approach design through research, documentation, and hands-on making, with a clear focus on sustainability, responsible resource use, and sensitivity to environment and community. I enjoy exploring colour and surface through weave, innovation, and craft-based techniques, continuously learning through collaboration with artisans, processes, and place. I aim to create textiles that hold meaning - thoughtful, functional, and rooted in story.

Education

National Institute of Design, Andhra Pradesh
(2021- 2025)
G.H.S.S Chalissery (2018-2020)

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