

# ASHRITA JENA



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## PROFILE

A textile and apparel design student who is enthusiastic about textiles and the traditions revolving around them.

Have a penchant for prints, plants, and places.

Actively engaging in learning, growth, and creation opportunities, incorporating storytelling and multidisciplinary design methods, both individually and collectively.

## EXPERIENCE

### Graduation Project- Welspun World

Developed two bedding collections for the international market for A/W 26-27 season, implementing different print mediums as a part of the Graduation Project.

### Weaving Project 2023-24 (Heimtextil 24)

Worked with Andhra Pradesh State Handloom Weavers' Cooperative Society (APCO) to develop home-furnishing fabrics according to the Heimtextil 2024 Trends (Classroom Project)

### Spring Intern at Label Earthen

Worked on developing prints for Summer 2024 collection (Featured in collection 'The Little Things' at the Label Earthen online store)

### Convocation Attire Design for AIIMS Mangalagiri

Worked on designing the first convocation attire for students, faculty, dignitaries, Chief Minister of Andhra Pradesh and the President of India for AIIMS Mangalagiri (Classroom Project)

## SOFTWARE SKILLS



## TECHNICAL SKILL

Dyeing Techniques (Natural & Chemical)

Weaving Techniques & Analysis

Fabric Manipulation

Surface & Print Design

Photography & Styling

Embroidery

Intermediate Apparel Construction & Sewing

Illustration & Moodboards

Documentation & Presentation

Design Research

## EDUCATION

Aditya Birla Public School, Veraval, Gujarat

X-XII (2017-2020)

National Institute of Design, Andhra Pradesh

B.Des (2021-Present)

## ACHIEVEMENTS

Kala Utsav Gujarat State Representative  
(2017, 2018)

Faber Castell Calendar Feature

CBSE Heritage India Quiz National  
Level Qualifier (2018)