

# Aastha Jain

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## Education

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### National Institute of Fashion Technology, Gandhinagar

2018-2022

Bachelor of Design, Specialisation in Fashion and Lifestyle Accessories (CGPA 8.6/10)

- **Capstone Project:** 'City for All?', a pan India Indo-French public art project, engaging citizens to question the role of gender in shaping public spaces and re-imagine city planning from an inclusive lens.
- **Conference Presentation:** Presented a paper highlighting the role of craft communities in developing societies such as India at the International Conference of Lifestyle Product and Accessories.

## Certifications

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Impact and Research Institute, Delhi | Fundamentals of Public Policy

2023

Interaction Design Foundation | Design Thinking (i), Information Visualization (ii), User Experience (iii)

2021

## Work Experience

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### Fashion Revolution | Global Network

September 2024 - December 2024

Policy Research, Fashion Transparency Index Working Group

- **Labor Rights Research:** Compiled a report on the current working conditions, challenges and demands of the unions across formal and informal sector based on interviews, and fieldwork.

### Kaarigar Clinic | Ahmedabad

August 2023 – December 2023

Strategic Communications Coordinator, Design and Communications Fellow (December 2021 - December 2022)

- **Democratizing Storytelling and Archival Practices:** Spearheaded an artisan-led media platform which enabled 50 people from indigenous communities of Gujarat to share their personal narratives, histories and communal practices.
- **Workshop Facilitation:** Trained 25 artisans with visual design, and communication skills as a part of entrepreneurial programs to establish profitable businesses, for better livelihoods and preserving crafts from extinction.
- **Grant Writing and Fundraising:** Unlocked partnerships with over 10 + institutions and raised INR 50 Lac as investment, award money and donations.

### Self-Employed Women's Association (SEWA) Bharat | Delhi

July 2022 - June 2023

Communications Associate - Designer

- **Project Management:** Designed and monitored an Information, Education and Communications (IEC) channel for disseminating accurate and reliable information to 15,000 grassroots women across 8 states.
- **Brand Building and Storytelling:** Co-created brand identity with women from the informal economy through participatory workshops for 2 cooperatives with over 8000+ shareholders.
- **Institutional Capacity Building:** Conducted multiple design thinking and communications workshops across the 8 states for strengthening external communications, advocacy efforts, and documentation.
- **Advocacy and Outreach:** Assisted the communications head in maximizing outreach of multi-lateral events organized in collaboration with Government of India, National Cooperative Union of India, and UN Women.

### Social Design Collaborative | Delhi

June 2021 - May 2022

Design Research and Visual Design Intern

- **Public Engagement:** Co-curated 'City for All?' as part of Bonjour India Festival which traveled through seven cities. Key responsibilities included visual design, exhibition design, community engagement and participatory research.
- **Research and Visualization:** Analyzed policies and designed a guidebook on accessing the Integrated Child Development Services for social workers and activists in collaboration with WIEGO, India.
- **Advocacy Efforts:** Conducted a demographic analysis of the communities residing on the floodplains of the Yamuna River. Visualized the findings of a Bottom-Up Mapping exercise.

## Consulting Experience

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Since January 2024, I have switched to working as a **freelance graphic and research consultant**. During this period, I have worked for organisations such as **Iro Iro, WELL Labs, Roots Art and Cultural Trust, SEWA Delhi, Housing and Land Rights Network, Indian Institute of Social Sciences Trust (ISST)**.

## Other Consulting Experiences:

### Rafu-kar I New Landscapes: FTT Catalyst R&D Grant Scheme

April 2023 - September 2024

Awarded by British Council in partnership with UAL to enable sustainable design and innovation, for two years

- **Survey Design and Data Collection:** Conducted a qualitative study of perceptions to mending in Indian and Welsh communities and how democratic digital platforms can better connect indigenous textile menders & the public.
- **Prototype Building and User Testing:** Developed and tested digital interface to become a Minimum Viable Product.

### Threatened Species Threatened Spaces I Alliance Française, India

July 2023 - November 2023

- **Identity Design and Communications:** Visualized identity and communications collaterals delivered in collaboration with 20+ partner organizations. Directed the spatial design engaging audiences of all ages.

### Applied Digital Literacy Program I Nirantar Trust, Delhi

June 2022 - August 2022

- **Module Development:** Designed literacy trainings modules for 1000+ neo-literate and semi-literate women from marginalized communities across different states of India.

## Affiliations

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### Fashion Revolution India

August 2022 - Ongoing

#### Policy Researcher, Designer and Sustainability Advocate

- **Policy Research:** Published a stakeholders insights report 'Craft in the Age of Climate Crisis' in partnership with British Council during the G20 Summit, highlighting the link between artisans and climate resilience.
- **Art led Youth Activism:** Organized 3<sup>rd</sup> Edition of the Annual Art Contest at the intersection of Fashion with the UN Sustainable development goals (SDGs) for university students across the country in partnership with Fair Trade India.
- **Advocacy Efforts:** Represented the movement as a panelist on national and international platforms.

## Teaching Experience

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### Atlas Skill Tech University, Mumbai I Business Undergraduates

August 2023

- Developed modules and facilitated visual design, brand building and storytelling workshops for 160 students integrating the role of creative practices in businesses.

## Publications

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**Articles:** The garment industry in India: A paradox of progress and exploitation (2 Part Series) | **Blog:** Fashion Revolution | **Publication date:** December, 2024

**Article:** The Luxury of Leisure: Understanding Work and Rest from the Lens of Women Informal Economy | **Journal:** Sambhasan, University of Mumbai | **Publication date:** November, 2023

**Article:** Tang - Self-Expression Through a Dwindling 700-year-old Craft | **Journal:** Pastoral Times, Centre for Pastoralism | **Publication date:** April 1, 2023

**Paper:** Evolving Societies and the Role of Indian Craft Communities | **Journal:** National Institute of Fashion Technology, Hyderabad | **Publication date:** January 28, 2022 | **Conference Presentation:** Reinvigorate'22: International Conference on Lifestyle Products and Accessories

**Article Series:** Artisan Resilience | **Publisher:** Textiel Factorij | **Publication date:** August, 2021

## Skills and Interests

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**Core Competencies:** Design Research | Systems Design | Visual Design | Strategic Communications | Project Management | Workshop Facilitation | Community Engagement and Participatory Interventions

**Software Proficiency:** Adobe Creative Suite | Auto Cad | Coral draw | Figma | Wordpress

**Interests:** Participatory Governance and Policy Making | Social Entrepreneurship and Women-led local businesses | Circular Economy | Local Knowledge Systems and Human Rights