

Rachel Crasto

Materials & Visual Design / Research

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Textile Designer and visual storyteller with roots in textile design, passionate about creating tactile, visually rich, and emotionally resonant work that explores materials, experiences, and how people connect with them.

Work Experience

Raga Designs- Neeru Kumar / Sr. Designer

March 2021 – Sep 2024

- Led planning and sourcing for international home furnishing brands, Collaborated with global buyers on product development across Home furnishing.
- Mentored junior designers and contributed to team skill-building.
- Spearheaded brand storytelling and positioning initiatives and designed the company website enhancing online engagement and buyer retention.

Freelance/ Print & Visual Design

Jan 2020 – May 2025

- Designed a unique brand identity for an artisanal patisserie, boosting brand recognition and foot traffic (2025).
- Created print collections for fashion designer Varun Chakkilam. (2021).
- Partnered with the Creative Artisans group to conceptualize innovative design solutions (2020).
- Commissioned for commercial illustrations blending hand drawn and digital techniques (2020-current).

Mulberry Silks / Textile Design internship

Feb 2019 – Sep 2019

Led concept development and conducted technique experiments for Jacquard, embroidery and printed fabric collections for the European market.

George chr. Wirth / Design intern

July 2018– Aug 2018

Worked on Jacquard designs for the upcoming Christmas collection fabrics. Assisted with organisation of raw materials.

Raymond Ltd / Design intern

Dec 2017 – Jan 2018

Understanding the fibre to fabric production process and designed a few micro motif weaves for suiting. Made some explorations for woven fabric for suiting.

Education

National Institute of Design, Ahmedabad

July 2015 – December 2019

Hof University of Applied Sciences, Germany

Mar – Aug 2018

St. Andrews College Arts, Science and Commerce

Mar – Aug 2018
Hsc Science

Projects :

Navrang Challenge Finalist – Nila Jaipur

Conceptualized a textile poster using indigenous craft techniques to express sustainability, resilience, and social care through material storytelling. Exhibited at Nila Jaipur.

Sweet White and creams of crochet - NID

An ethnographic study of Goan crochet traditions, blending documentation, storytelling, and material inquiry.

Skills

Technical skills :

Handloom Dobby and Jacquard weaving, Surface Design and Patterns, Material Research, Crochet and knotting, Illustration, Research and documentation, Analysis and Conceptualising.

Softwares :

Photoshop ,Illustrator , Indesign, Ned Graphics, Texcelle, Ms office, Figma.

Soft skills:

Detail oriented, Problem solving, Communication, Leadership and mentorship,Feedback driven, Emphathetic thinker.

Courses:

Domestika- Introduction to CMF Design: Color, Material, and Finish by Laura Perryman.