

YESHA PARMAR

Textiles | CMF | Trends

EXPERIENCE



ICH Creative Consulting Pvt. Ltd.

Creative Designer

| January 2026 - Current

- Conducted market research, competitor analysis, and trend forecasting for the **Birla Opus** in the wallpaper segment.
- Developed wallpaper motifs and surface pattern designs based on research insights and client requirements.
- Prepared production-ready artwork and supported the design-to-production process.



Tesca Group

Colour and Trims Design

| January 2025 - July 2025

- Developing CMF concepts for automotive upholstery through trend and material research.
- Creating colour and material palettes aligned with market and OEM needs.
- Translating mood boards into woven and textured fabric prototypes, while closely engaging with the in-person production process at the factory.



Label earthen

Social media handling

| February 2024 - April 2024

- Managed social media content strategy, including grid planning and post scheduling.
- Created visual content, illustrations, and graphics aligned with brand aesthetics.
- Supported branding through storytelling and consistent visual identity across platforms.

SKILLS AND ABILITIES

- Colour and Trend Forecasting
- CMF Design
- Automotive Trims and Upholstery Development
- Material and Fabric Innovation
- Weaving Techniques
- Research & Development
- Illustration and Visual Communication
- Documentation and Concept Presentation
- Social Media Content Creation

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Procreate
- Blender (Learning)

EDUCATION

National Institute Of Design , AP

B.Des in Textile and Apparel Design
Graduated in 2025

Divine Child International School, Mehsana

Class of 2021, Commerce.



[Link to Portfolio](#)



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