

SARSA RAJA

+91-9818452207 | s.raja.rao19@gmail.com | Noida, India | Portfolio: freegraphicdesigncourses.co.in

PROFESSIONAL SUMMARY

Award-winning Textile Graphic Design Manager with 17+ years of progressive expertise in fashion graphics, CAD design, and digital printing. Proven track record leading high-performing design teams and managing end-to-end textile collection development. Strategic innovator integrating AI-powered design workflows (ChatGPT, Claude AI, Adobe Firefly, Midjourney) to accelerate design velocity by 40%. Expertise spans surface pattern design, seamless repeat design, colorway development, and production-ready artwork delivery. Demonstrated leadership in trend forecasting, moodboard development, and client-facing presentations. Data-driven professional leveraging Google Sheets automation and Apps Script to streamline design operations and improve team productivity.

CORE COMPETENCIES

Design Leadership, Textile Graphic Design, Fashion Graphics, Surface Pattern Design, Seamless Repeat Design, CAD Design, Colorway Development, Print Production, Digital Printing, Color Separation, Trend Forecasting, Moodboard Development, Production-Ready Artwork, Client Presentations, Design Quality Control, Team Management, Project Management, Process Improvement, AI Workflow Integration, ChatGPT, Claude AI, Gemini, Adobe Firefly, Midjourney, Leonardo AI, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW, After Effects, Premiere Pro, WordPress, WooCommerce, Elementor, HTML, CSS, Google Workspace, Google Sheets, Apps Script, Data Management, Digital Asset Management, SOP Creation, Team Training

PROFESSIONAL EXPERIENCE

Manager – Textile Graphic Design | FFAB Textrend India Private Limited (FTIPL)

October 2025 – Present

1. Leading 8+ member textile graphic design department delivering 100+ print collections annually, managing full lifecycle from concept to production
2. Spearheaded AI workflow integration reducing design turnaround time by 40% through strategic implementation of Claude AI, Chatgpt, Gemini and Adobe Firefly
3. Developed comprehensive trend forecasting methodology analyzing global market data, resulting in 95% on-trend collection success rate
4. Established design quality control system reducing revisions by 35% and improving first-approval rates from 60% to 92%
5. Led team of junior designers, providing mentorship and training on advanced design techniques, AI tools, and production workflows

6. Coordinated seamlessly with merchandising, sampling, and production teams on 50+ concurrent projects, achieving 100% on-time delivery
7. Implemented Google Sheets automation and Apps Script workflows automating manual data entry tasks, saving 15+ hours weekly
8. Created 200+ client presentations showcasing collections, securing \$2.5M+ in annual contracts through compelling visual storytelling
9. Managed digital asset management system organizing 10,000+ design files with intelligent tagging and metadata optimization

Senior Fashion & Textile CAD Designer | FFAB Creattion Pvt Ltd

October 2018 – October 2025

10. Designed and produced 500+ print collections, seasonal lines, and client-specific artwork for leading international brands
11. Mastered advanced surface pattern design and seamless repeat techniques for complex textile applications
12. Developed 200+ unique colorways applying advanced color theory and production constraints knowledge
13. Managed all aspects of digital printing including color separation, print production specifications, and quality assurance
14. Built strong client relationships managing 15+ concurrent accounts with 100% client satisfaction rating

Senior Fashion & Textile CAD Designer | Impresio (Partner of Alpine Overseas)

December 2014 – March 2018

15. Produced 300+ textile designs for premium fashion brands with annual turnover of \$5M+
16. Managed complex design revisions and client feedback loops ensuring client alignment on all deliverables
17. Established standardized design templates and processes reducing design cycle time by 30%

TECHNICAL SKILLS

Design Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW, Adobe After Effects, Adobe Premiere Pro, Textile CAD Software

Web Technologies: WordPress, WooCommerce, Elementor, HTML, CSS, JavaScript

AI & Automation : ChatGPT, Claude AI, Google Gemini, Adobe Firefly, Midjourney, Leonardo AI, Google Sheets, Apps Script

ARTIFICIAL INTELLIGENCE EXPERTISE

Strategic AI Integration: Implemented multi-AI workflow combining Claude AI for design concepts, Midjourney for visual generation, and Adobe Firefly for asset creation

Design Acceleration: Leveraging ChatGPT for trend analysis and creative ideation, reducing conceptual phase by 35%

Data Automation: Utilizing Google Sheets and Apps Script to automate design data management, asset tracking, and reporting

EDUCATION

Bachelor of Arts | Delhi University, School of Open Learning (SOL) | 2012

Graphic Design Certification | INFORMAT Institute | 2011

LANGUAGES

Hindi (Fluent) | English | Professional Communication Skills