

WORLD

TRAVEL

MAGAZINE

THE 100 LIST

*Best Hotels
in the world*

A Taste of
Ticino
*Five Days of
Dolce Vita Swiss-
Style*

*France's
Summer
Secret
Revealed*

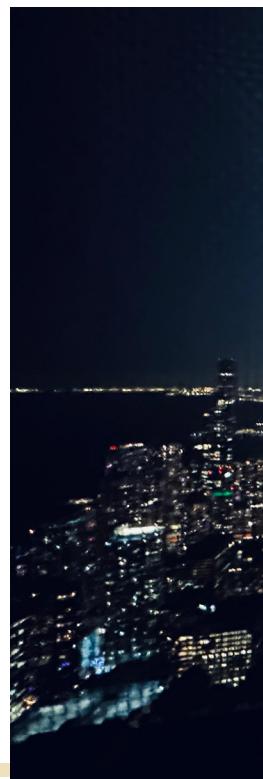
Snigdha Bukka

01. Beyond Aesthetics: Designing for Meaning and Impact

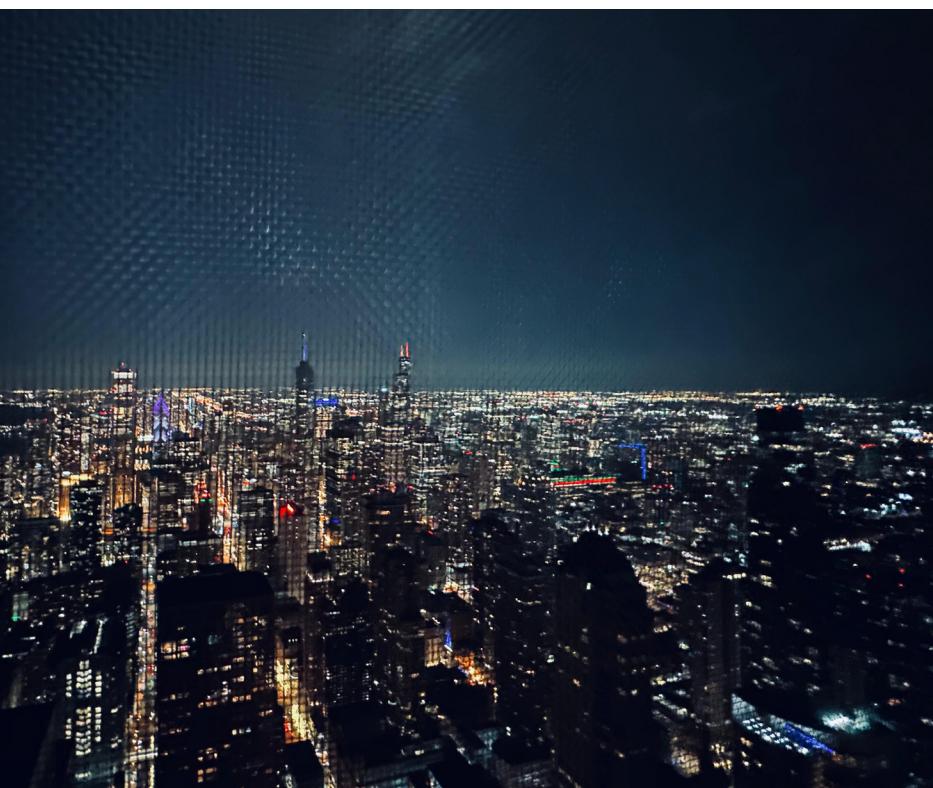
02. "Global Influences: How My Travels Shaped My Design Perspective"

03. "Designing with Purpose: My Core Values and Philosophy"

04. "From Vision to Reality: The Future of Design Through My Eyes"



CON TENT





Beyond Aesthetics: Designing for Meaning and Impact

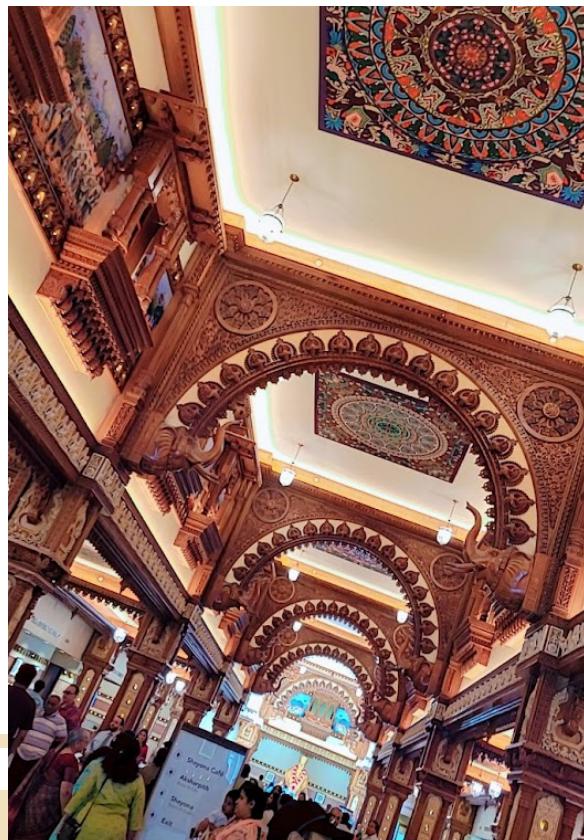
“From the vibrant streets of Hyderabad to the digital studios where I spend countless hours, my journey in the world of design has been one of discovery, passion, and relentless curiosity. I’ve always believed that design is more than just an arrangement of elements on a page—it’s a way of communicating the intangible, of giving voice to ideas that words alone cannot fully express.

Growing up, I was drawn to the world around me in a way that made me curious about how design shapes our environment and influences our daily experiences. From the ornate temple carvings

to the bustling signage on shop fronts, I noticed the interplay between culture, identity, and aesthetics at an early age.

Now, as a student of Communication Design, I approach every project with that same sense of wonder and intention. Whether it’s designing a typeface that captures a mood or developing a branding system that resonates with an audience, I see my work as a blend of art and psychology. Each design decision is carefully considered, from the smallest stroke of a letter to the placement of text within a grid—because I believe that design is at its most powerful when it’s both precise and personal.”

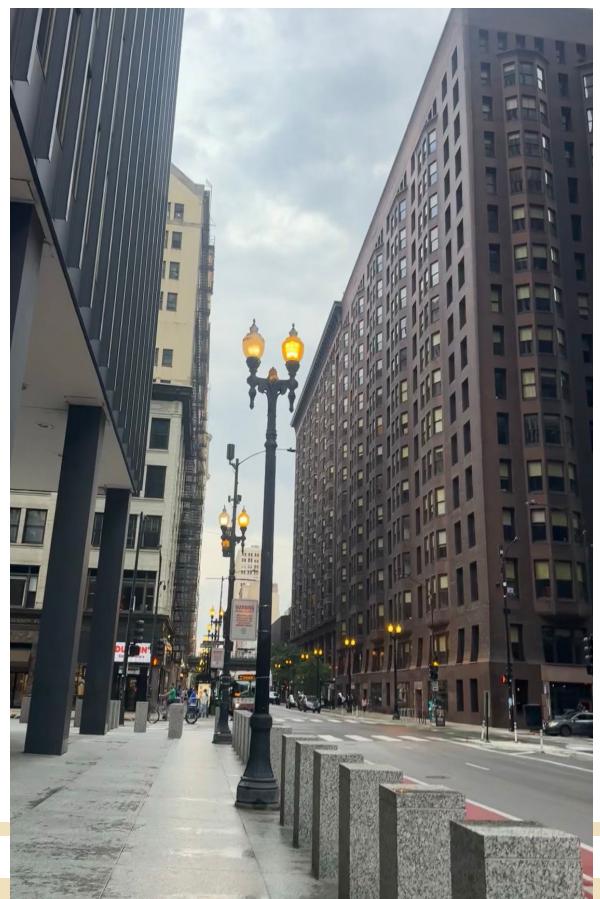
I also find myself constantly chasing that sense of wonder, using the tools I’ve acquired to shape ideas into tangible forms. Typography, for example, has become one



of my greatest passions. The way letters can be manipulated to express tone, personality, and identity is a challenge I love to take on. “My design journey is deeply rooted in a diverse blend of cultural experiences and global influences. Growing up in the cosmopolitan cities of Dubai and Hyderabad provided me with a unique perspective on design. Dubai’s sleek, modern architecture and Hyderabad’s rich, traditional artistry created a dynamic backdrop that fueled my fascination with the intersection of form, function, and cultural expression.

This diverse upbringing was further enriched by my travels to various international destinations. Exploring the vibrant streets of New York and New Jersey,

Experiencing the cultural diversity of Atlanta, and immersing myself in the bustling energy of Singapore and Malaysia broadened my understanding of global design trends and aesthetics. Each city offered a new layer of inspiration. “At the heart of my design philosophy lies a commitment to purpose and passion. I believe that design is not merely about creating visually appealing artifacts but about crafting meaningful experiences that resonate on a personal and cultural level. My approach is deeply rooted in a few core values that guide my work and inspire me every day. In every project I undertake, I carry these values with me, seeking to blend artistic creativity with a deep sense of purpose. My design philosophy is not just about what I create but also about how I approach each challenge—always with a focus on empathy, clarity, and cultural respect. It’s this philosophy that fuels my dedication to design and drives me to continually push the boundaries of what is possible.”





"As I reflect on my journey from the vibrant streets of Hyderabad and Dubai to the global stage of design, I am constantly reminded of the intricate tapestry of experiences that have shaped my creative vision. My travels and diverse cultural influences have enriched my perspective, guiding me to approach each design challenge with a blend of curiosity, empathy, and clarity. My design philosophy is more than a set of principles; it is a reflection of my personal values and a commitment to creating work that resonates deeply with people. Whether through the thoughtful manipulation of typography or the careful crafting of visual narratives, I strive to ensure that every project I undertake is infused with purpose and passion.

As I continue to evolve as a designer, I am driven by the desire to make a positive impact through my work. By embracing simplicity, cultural sensitivity, and social responsibility, I aim to create designs that not only captivate but also inspire and connect. Each design is an opportunity to contribute to a larger conversation and to create something that transcends the boundaries of mere aesthetics.

In this ever-evolving field, my goal remains steadfast: to craft designs that reflect the richness of human experience, to communicate with clarity and empathy, and to contribute to a world where creativity and purpose go hand in hand.



Wildfires burning in the Pacific Northwest could send smoke floating toward the Chicago area this week, according to forecasts from the NBC 5 Storm Team.

The background image shows a dark, overcast day in Chicago. The city's skyline is visible, with prominent buildings like the Wrigley Building, the Tribune Tower, and the John Hancock Center. The sky is a uniform dark grey, suggesting heavy haze or smoke.

Wildfire smoke could bring haze to Chicago area this week

Those fires, burning in parts of Oregon, Idaho and western Montana, are expected to billow smoke over the northern United States in coming days, and some of that smoke could arrive in the Chicago area as soon as Wednesday.