

# EXPLORING DESIGN WITH INTENT

**V**ishali Bawa's motivation is to make a palpable difference at various levels in her surroundings by utilising the power of design. The qualified design strategist and visual media designer has channeled her passion in that direction. Excerpts from an interview with her:

## **Tell us about your background.**

I grew up in a very creatively charged environment and was exposed to learning different art forms such as oil paintings, ceramic, etc. Even today, If I have a mental block, I either sketch, paint or go to the museums for creative inspiration.

## **And where did you complete your studies from?**

I have graduated in Applied Arts from Sir J.J. Institute of Arts - Mumbai University. Thereafter, I completed MS Strategic Design and Management from Parsons School of Design, New York, which is one of the most prestigious art and design schools in the world.

## **Was a career in design always in your mind?**

Design is a very integral part of our everyday life. It is incorporated in something as simple as signage or hoardings, as well as detailed experiential or service design. The visual vocabulary of people has increased exponentially over the past a few decades, justifying the need of good designs in nearly every walk of life. I wanted to be a part of the creative industry to use design as a language of expression and cater to the masses by navigating their behavior in an effective way. A good design has the potential to engage and improve the quality of people's lives in manifold ways.

## **What is your creative process like?**

Market research and brainstorming in terms of consumer demographics and competitors' approaches are the most important aspects of my creative process to bring about a beneficial design solution.

## **What is your opinion about the current state of design in India?**

India is a growing market for design solutions. A lot of brands are deploying design driven solutions and utilising them to position and highlight

their products in a competitive market. This is an exciting time for companies to rethink their innovation process and design experiences for consumers that support environmental, social, economic and technological growth from conception to execution.

## **What differences have you felt while working in India and the USA?**

My design in India was confined to local demographics and market segments. New York, being a hub of art and innovation, gave me the opportunity to fortify my design sensibilities for a more competitive global approach. My work has been influenced by interacting with people of diverse cultures.

## **What kind of projects have you worked on?**

I have worked on various strategy and design projects for organisations such as Endeavor, WaterAid America, Terreform1, Global Green, Rain for the Sahel and Sahara. I am currently working with Endeavor, New York, formerly known as WMI | IMG, on projects for eminent companies such as NFL (The National Football League), Anheuser Busch, Stars on Ice USA and Canada, Bumble, Papa-Johns, Marriott, Visa, etc.

I have also worked with Global Green, a national environmental organisation, to develop conceptual print and digital collateral for their Climate Action Center in New Orleans. According to forecast, New Orleans could be the first American city to lose to sea level rise unless dramatic measures are taken. The goal here was to make environmental education available at community level, develop climate resilience, influence behavioural change and devise sponsorship pitches for collaboration opportunities with other organisations.

## **What else do you like to do apart from your creative work?**

I enjoy reading books, going to the museums, cooking and traveling whenever I can. These hobbies are therapeutic for me and help me keep my creative juices flowing. I also love singing and strumming a few chords on the guitar occasionally.

## **What are your upcoming plans?**

I am driven by the notion of 'Design with intent' and want to continue exploring avenues to increase the positive impact I can foster via my creative work. I am also excited to introduce newer and unconventional design strategies and systems thinking in India as it is still upcoming and opens the doors to an array of new possibilities.



**Vishali  
Bawa**