

# Jaikishan Patel

Communication designer

E-mail

[jaiksworld@gmail.com](mailto:jaiksworld@gmail.com)

Contact

+91 8850 831 568

## Design Projects

Personal website : [jaiki.in](https://jaiki.in) →

[behance.net/jaikishan](https://behance.net/jaikishan) →

## Design Presentations

[Digital experience design](#) →

[Type design](#) →

## Latest CV

[Curriculum Vitae](#) →

Communication designer based in India, with expertise in visual communication. Practising visual brand language to create beautiful & sensible user experiences.

## Story so far

Born and brought up in Raigarh in the region of Chhattisgarh INDIA. Graduated in 2011 from the department of communication design at D J Academy of Design, Coimbatore. Followed by masters in visual communication from the Industrial Design Centre, IIT-Bombay, Mumbai.

Currently, I am working with SIXT, a German premium car rental company, to build a consistent and beautiful user experience for Sixt Rent and Subscription products. As a lead Visual designer, my responsibilities consist of getting the car rental experience to the best in reality from visualisation to production.

I have worked for corporate firms such as Haier Telecom, Media.net and Direct-i groups. Contributed majorly to the visual brand language and user experience for complex tech products. From Symbion to Android to iOS to web, the platforms kept changing but the goal was always the same — to take the user experience to the next level.

Before the over-dominating digital era, film advertising firm Marching Ants in Mumbai, worked on visual language and identity design for print and digital media. Including multiple Bollywood film campaigns such as Bhaag Milkha Bhaag, Raanjhana, Go Goa Gone, Queen, 2 States, Shootout at Wadala, Bombay Talkies, Himmatwala, D-Day, Aiyaa, Special 26, Inkaar, R. Rajkumar, Ungli, Ek Thi Daayan, Grand Masti, Roy, Bombay Velvet and many more.

The professional design practice started in 2010 with Leaf Design in Mumbai as my very first exposure to the design industry.

Locals of Mumbai was a very special project for the Mumbai rail network as an extended exercise at IIT Bombay, sponsored by MHRD. The project included the design of an iOS + Android complete travel application and print maps in 5 languages; Hindi, Marathi, Latin, Urdu and Gujarati.

With a special interest in type design, I have worked on multiple open-source typefaces, published on the Google Fonts community and at MagicType.

Stay connected:



@j.a.i.k.i



/in/jaiki123/



@jaikishan\_patel



/jaikishan