

JITESH PATEL

Design Portfolio

ABOUT ME

PROFILE

Experienced Freelance Designer and Illustrator with a strong track record of delivering commercial designs for global clients. Proficient in interpreting creative briefs and translating client visions into innovative solutions, from concept to final production. Driven by a keen awareness of industry trends and meticulous attention to detail. Possesses excellent communication, organisational, and time management abilities, consistently meeting deadlines. Effective in working independently and making confident decisions to drive projects forward.

EDUCATION

University for the Creative Arts / 1996 - 1999

BA (hons) Graphic Design

MY SKILLS

Art Direction

Illustration

Graphic Design

Branding

Surface Design

Icon Design

EXPERIENCE

Freelance Designer & Illustration Artist / Sep 2003 – Present

Developing designs for numerous applications, including magazine cover artwork, advertising campaigns, logo and branding designs, editorial illustrations.

Central Illustration Agency (CIA) Illustration Artist / 2005 – Present

Accepting commissions to work on prestigious projects for major clients, and receiving praise for the high standard of work produced.

Laurence King Publishing, Author, Designer, Project Manager / 2009

Successfully pitching a book proposal idea. 130 design works for Inclusion and writing 20,000 words of copy before developing the design and layout.

CLIENTS

Brands

Costa Coffee, Chivas Regal, Elle Decoration Magazine, Blue Moon Beer, Clarks, The Guardian, GQ Magazine, Nationwide Building Society, Cartier, Laurence King Publishing, Lonely Planet Magazine, Metropolitan Magazine, No3 Clive Road, San Miguel

Agencies

Cedar Communications, Havas Worldwide Agency, Imagination Agency, M&C Saatchi, THE Market Store, VCCP Creative Agency, Vitro Advertising Agency, Wheatcroft & Co, M&C Satchi

SAN MIGUEL 125TH GLASS

Client : THE MARKET STORE / SAN MIGUEL
Surface & Pattern Design

The Marketing Store agency, situated in Central London, has commissioned an exclusive world map-illustrated Chalice glass for the San Miguel beer brand, marking 125 years of its rich history. The limited edition Chalice or 100,000 beer glasses will be distributed to consumers in bars across London, offering them the chance to win various experience-based prizes when seen drinking from it. The Chalice launch will be accompanied by a digital media campaign with the Chalice as the focal point.

The objective was to create a visually stunning and illustrative time line, blending chronological and geographical elements, guiding consumers on a journey around the Chalice glass. This journey highlights key dates in San Miguel's 125-year history up to the present day.





PREMIUM TEA LABEL

Client : NO3 CLIVE ROAD

Surface & Pattern Design

No. 3 Clive Road presents a lavish hand-drawn tea regional route map. This luxury Indian brand, curated by Radhika Chopra in 2015, specialises in exquisite hand-blended teas, premium letter-pressed stationery, and bespoke locally produced accessories. The four maps intricately detail landmarks like tea gardens, local towns, national parks, and key regional landmarks, emphasizing the areas where the tea is grown and blended by the tea plantations.

SPECIAL VALENTINES DAY BOX

Client : RALPH LAUREN
Surface & Pattern Design

Ralph Lauren enlisted my services to design a pattern for their Valentine's Day packaging, specifically for the Romance line of women's fragrances. This intricate hand-drawn pattern featured delicate swirls and stylized flower

designs, fulfilling the brief's requirement for a feminine and sophisticated style. The pattern was intended for use on bags and perfume boxes, enhancing the overall presentation of the Valentine's Day promotions.



BLUE MOON BEER GLASS

Client : VENABLES BELLS + PARTNERS
Surface & Pattern Design



Blue Moon Brewing Company approached me to craft a distinctive design for a special edition Line Drawing Blue Moon beer glass. The unique concept involved creating a line drawing design intended for customers to colour in themselves. Entrusted with

the task, I developed a concept in my own artistic style that resonates with the company's rich history and values.

Be the you,
you wish you were.

EVERYDAY IS A NEW DAY



Restart from Alpina.
0% fat. 100% yummy.

facebook.com/alpinausa

ALPINA YOGURT

Client : VITRO ADVERTISING AGENCY

Art Direction & Advertising

An advertising campaign for the Alpina yogurt brand, commissioned by the San Diego-based advertising agency Vitro. The campaign entailed producing vibrant 3D quilling artworks for the "Wishes for Women" initiative. These artworks are prominently featured on posters and window displays, including a shop front on Park Avenue, NY.

Be yourself.
Everyone else is taken.

EVERYDAY IS A NEW DAY



Restart from Alpina.
0% fat. 100% mmmmm.

facebook.com/alpinausa

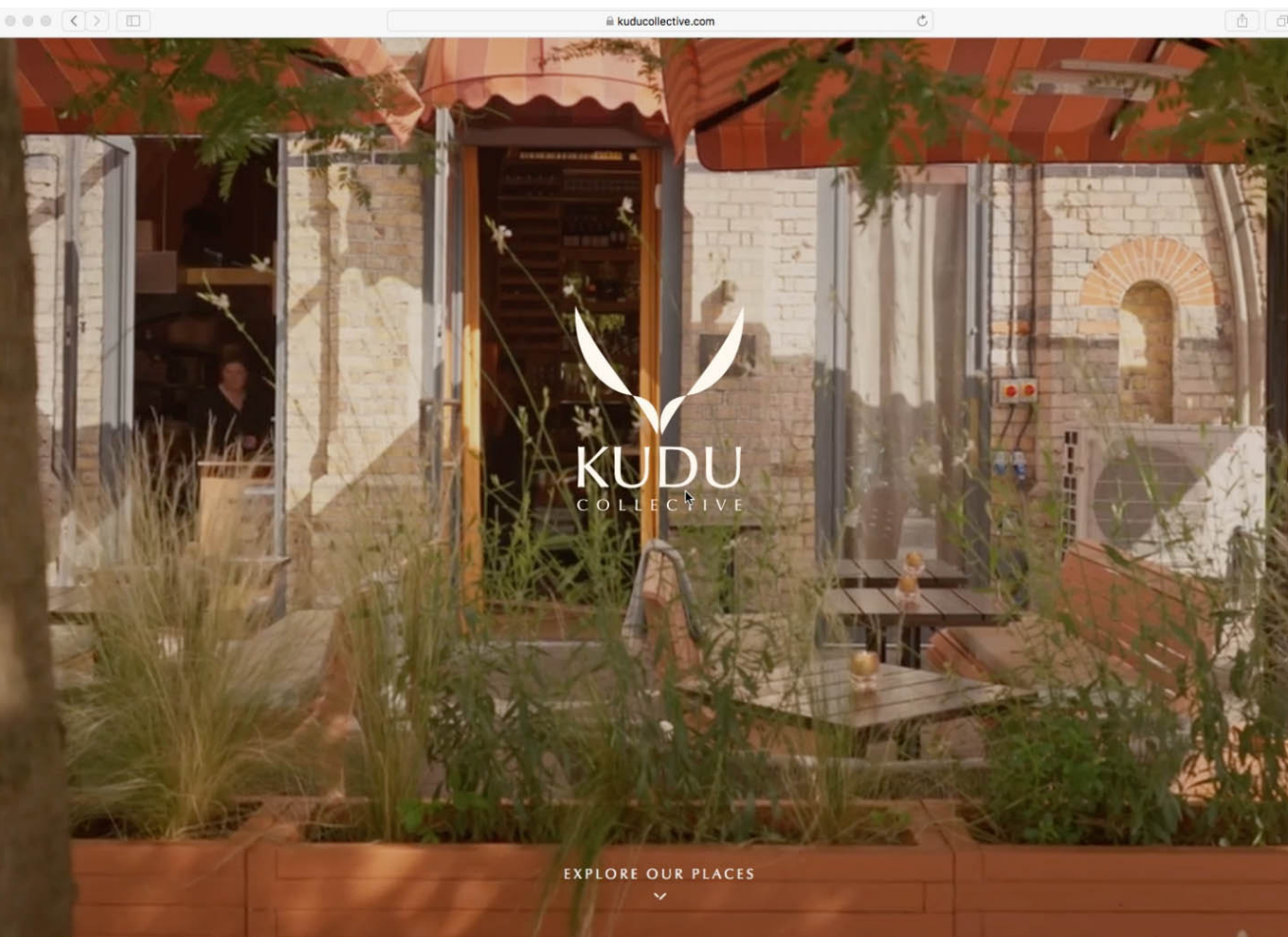
Bring your glow.

EVERYDAY IS A NEW DAY



Restart from Alpina.
0% fat. 100% scrumptious.

facebook.com/alpinausa



KUDU BRANDING & ILLUSTRATION

Client - KUDU COLLECTIVE

Branding & Identity



Developed comprehensive branding for Kudu Collective, capturing the essence of their independent restaurant chain. Created unique illustrations for each location, making every venue distinctive and inviting. This branding approach not only bolstered Kudu Collective's brand identity across their properties but also contributed to increased foot traffic and a memorable customer experience

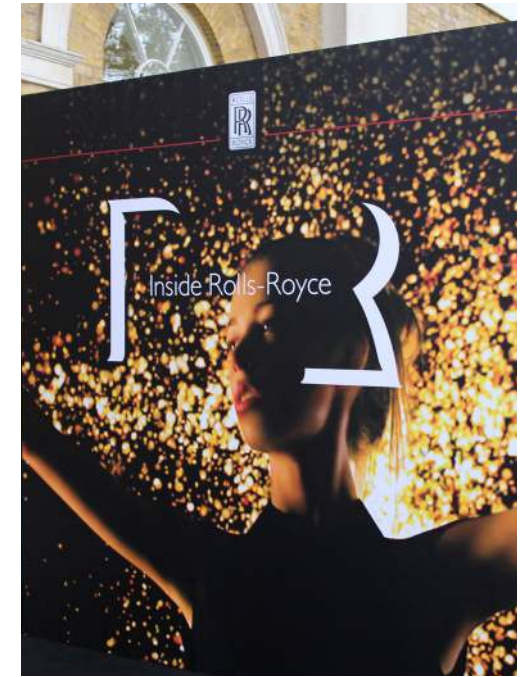
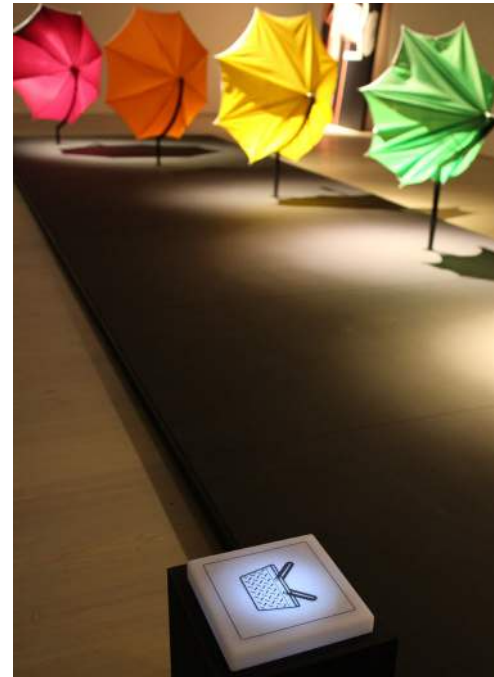


INSIDE ROLLS ROYCE

Client : IMAGINATION AGENCY

Icon Design

Designed a set of interactive navigation icons for the Rolls Royce exhibition at the Saatchi Gallery. The icons, inspired by Rolls Royce craftsmanship, enhanced the interactive visitor experience. The result was a highly successful and visually captivating installation that engaged visitors, reinforced the brand's heritage of precision and luxury, and received positive feedback from both the client and the public.



Introduction



Spirit of Ecstasy



Paint



Process



Leather



Process



Craft



Bespoke



Craft



Bespoke



Wood



Process



Detail



Bespoke



Craft



Bespoke



Technology



Craftspeople



COSTA COFFEE MURAL

Client : WE CREATE CLARITY

Environmental & Interior Design

Created a detailed mural of the London cityscape for Costa Coffee, highlighting iconic architecture and the bustling atmosphere of the city. This illustration became a central piece in their shop design, enhancing the in-store brand experience

and fostering customer engagement. The project successfully strengthened the visual identity of the space, making it a popular spot for patrons and photography





CHIVAS REGAL THE VENTURE MAP

Client : WHEATCROFT&CO

Environmental & Interior Design



I had the chance to create a detailed topographic map of the world, serving as a backdrop for Chivas Regal and The Venture competition presentation. With over 1000 entries globally, 20 finalists, including myself, were flown to San Francisco.

There, we pitched our sustainable business ideas to influential figures. Five finalists were chosen to make their ultimate pitch, competing for the opportunity to win \$1,000,000.

TOTE BAG BOOK

Client : LAURENCE KING PUBLISHING

Writer | Author | Project Manager | Book Designer



Effectively presenting a book proposal, followed by diligent research and outreach to design firms, led to the selection of 130 outstanding design pieces. Crafting 20,000 words of engaging content preceded the meticulous design and layout phase. I took on the role of hands-on project manager, overseeing every facet of The Tote Bag Book's journey, from its initial concept to the final packaging, ensuring a seamless and exceptional outcome. The Tote Bag Book sold 15,000 copies worldwide.





CLARKS SHOES REPORT

Client : CLARKS SHOES

Editorial & Publishing



I was commissioned by Clarks Shoes to design typography for an internal marketing booklet. The project involved creating 12 illustrations that complemented the body copy, providing detailed explanations of Clarks' objectives to their clients and stakeholders.

JITESH PATEL

GRAPHIC ILLUSTRATOR

Thank you for viewing my portfolio



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Services:

Branding • Surface Design • Book Design

Illustration • Project Management