



# GEORGIE BANKS

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GRAPHIC DESIGNER | FINISHED ARTIST | FREELANCER

I'm a senior graphic designer with 16+ years industry experience. Well developed written and verbal communication skills mean I can liaise effectively with clients and vendors alike; seeing a project through from concept stage to finished art as required. I'm accustomed to working in fast paced environments, where budgets and deadlines are often front of mind. Enjoying all facets of 'creating' I relish the opportunity to solve any design challenge.

## SKILLS

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Graphic Design & Layout  
Packaging Design  
Logo Development  
Finished Art  
Project Management  
Time Management  
Reverse Briefing  
Conceptualising  
Sound Knowledge of the  
Adobe Creative Suite  
Knowledge of various print  
processes – Offset, Digital,  
Screen & Flexography  
Adaptable & Easy Going  
Comfortable working  
autonomously; love working  
within a team.

## TOOLS

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Adobe Creative Suite  
Indesign, Photoshop  
& Illustrator  
Microsoft Office  
Word, PowerPoint & Excel  
Lithocraft  
WebCenter  
Fineliner, glue stick & scissors

## GET IN TOUCH

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## WORK EXPERIENCE

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### Asahi

2017-Present

### Graphic Design Manager – International Sales

- Design of packaging for new products or updates to existing packaging within international markets and the sales/marketing material to support it.
- Take projects from initial concept stage, including naming and/or branding in some cases, through to finished art.
- Creation of style guides and element packages for POS to be handed over to local markets once a launch is complete.
- Design for application to a range of media and print processes including aluminium can, shrink sleeve, corrugate board as well as standard offset and screen printing.
- Work with Marketing Managers across three major regions – Canada, USA and Asia Pacific on different projects; managing timelines, priorities and work flow.
- Creation of internal comms and presentations to assist Sales Managers and Sales Directors.
- Liaise with suppliers during quoting, pre-press and production stages.
- Manage internal approvals with key stake holders across the business through Lithocraft.
- Manage an internal DAM of content.

### Freelancing

2013-2017

### Senior Freelance Graphic Designer / Finished Artist

- The role required adaptability to different workplace cultures and ways of working.
- Comfortable working on a range of different projects from print ads to annual reports and everything in between.
- Ability to jump in at various stages of a project, pick it up and run with it.
- Time and schedule management skills.
- Easy going, can do attitude coupled with decisive decision making were a must with this role.

### Spike Creative

2006-2013

### Graphic Designer

- Fast paced studio requiring excellent time management skills and the willingness to go above-and-beyond for clients and creative directors.
- Design for a range of marketing material, as well as magazine and book publishing.
- Involvement in concept creation and strategy projects for demanding AFL membership drives and the subsequent roll out of materials.
- Skinning of websites and creation of EDMs.
- Managing photo shoots, liaising with photographers and talent.

### Sensis

2005-2006

### Yellow/White Pages Ad Creator / Finished Artist

- A night-fill position that was fast, tough and a valuable start!