

# Mimi Petrakis

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Here you can explore the wide variety of projects I have worked on.

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# Rebrands

Original

New



Talent specialists Peoplebank and Leaders IT required a complete rebrand of both of their legacy brands. This involved new logos, new visual identities, and the UX and UI design and implementation of two new websites.

[New Peoplebank website](#)

[New Leaders IT website](#)

[Branding video](#)



# Rebrands<sup>2</sup>

Original



Australian growers Stahmann Webster wanted a renewed packaging design and visual identity for their direct to consumer brand 'Riverside'

New





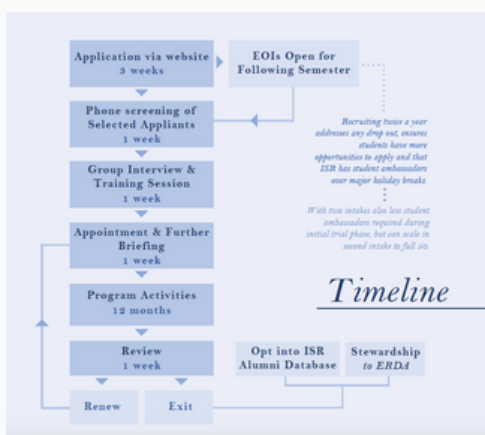
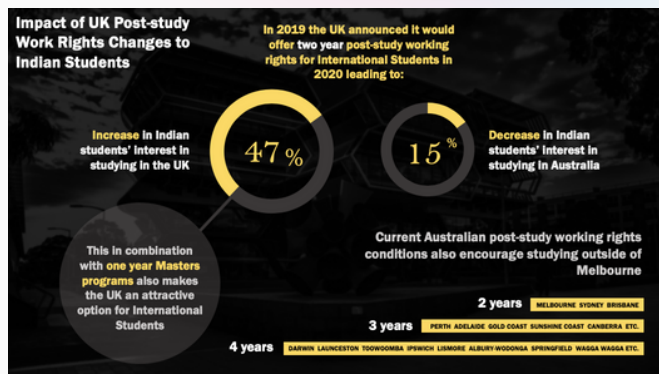
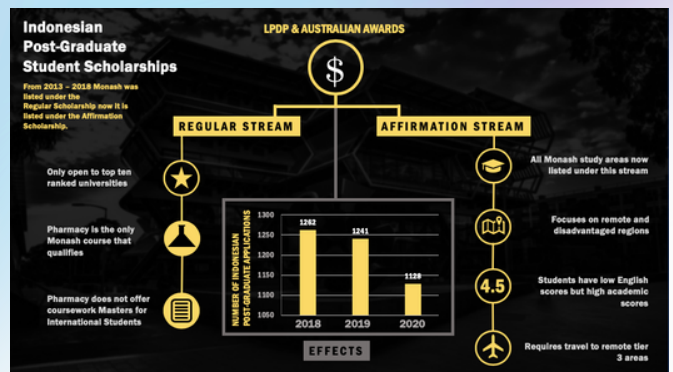
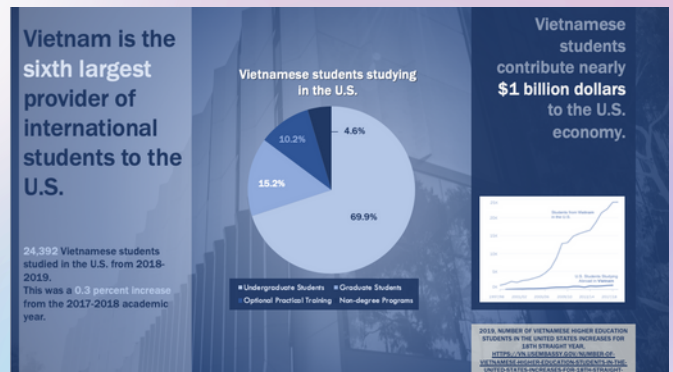
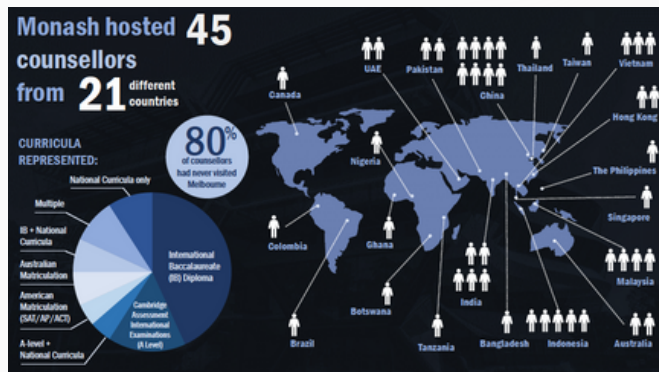
# Infographics



Financial Times

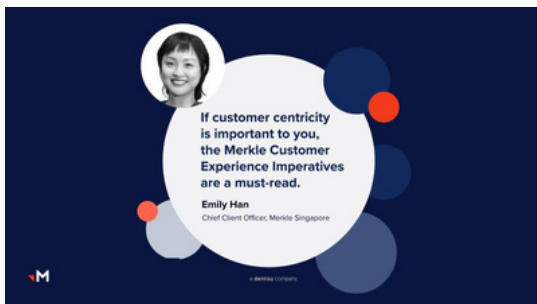
This infographic accompanied the article [‘How AI is supercharging the customer experience’](#)

# Infographics <sup>2</sup>





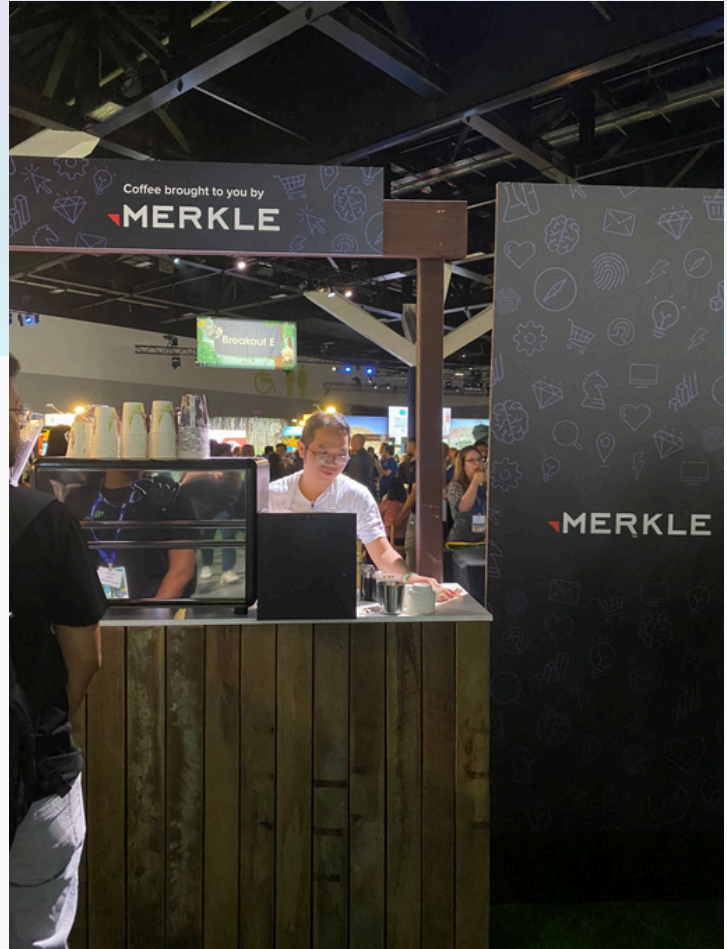
# Social Media





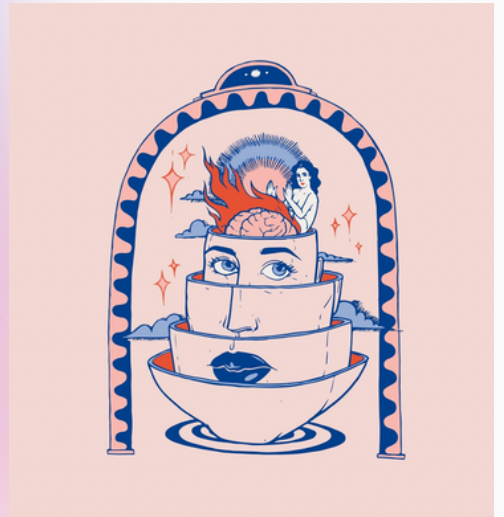
# Events

Merchandise, booth, and experience design for promotional and industry events.





# Painting /Illustration



# Contact



Melbourne



[mimi.petrakis@gmail.com](mailto:mimi.petrakis@gmail.com)