



Daniela Anastase

Graphic Designer

English C1, German B2-C1
Swiss Enthusiast, Native Romanian

"Some design principles deserve to be preserved; everything else? It's my opportunity to innovate."

Softwares

Illustrator /Photoshop /InDesign
expert

After Effects
intermediate

Premiere Pro
novice

Framer
novice

Get in touch

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Education

- 2025 - **present** **School of Motion**
Illustration for Motion
Advanced Motion Methods
- 2016 - 2018 **Language Course**
German C1
German B1
German A1
- 2013 - 2016 **Bachelor of Fine Arts (Hons)**
Fashion Design
UNArte in Bucharest
- 2008 - 2013 **High-school - Graphic Art**
Academy of Fine Arts
"Nicolae Tonitza"
in Bucharest

Profil

Branding & Rebranding
Visual brand-strategy
Key Visuals
Consistent Design-system
Packaging Design
Die-Cutting Forms
Print Finishing
Colour Management
POS / In-Store Design
Logo Design
Layout Design
Vectorized Illustration
Concept Creation
Storytelling
Motion Graphics
Trends

Communicative team player
Solution-oriented executor
Detail-oriented strategist
Flexible organizer
Curious
Proactive and empathetic



online
[Portfolio](#)

Employment

- 2023 – 2025 **Lead Graphic Designer for Aussie EU**
at Procter & Gamble
Switzerland, Geneva
- 2022 – 2023 **In-House Graphic Designer**
at Coffee Coaching Club
Switzerland, Bern
- 2017 – 2018 **Layout Designer**
at Sankom SA
Switzerland, Basel
- 2015 – 2016 **Social Content Designer**
at EMIRAL Media Production
Romania, Bucharest

Freelance

- 2022 **Roberte`s Rum Cake**
 - Brand Identity
- 2021 – 2022 **Die Trauer Box**
 - Digital Illustration
 - Book Layout Design
- 2020 – 2021 **Nicks`s Seasonings**
 - Packaging
- 2020 – present **Hibiskiss**
 - Brand Identity
 - 3D Modelling
 - Packaging
- 2020 – 2021 **Hanftheke Bern**
 - Brand Identity
 - Packaging
 - UI / UX
- 2018 **Manoli – cashmere**
 - Product Photography
 - Photo Editing



online
[Portfolio](#)