resume



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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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
Vectored Illustration
Concept Creation
Storytelling
Motion Graphics
Trends

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

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

50s Showreel:
Work in Motion

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