



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

8600 Dübendorf
079 966 72 71
danielaanastasia@icloud.com
daniela-anastase.com

Profil

Branding & Rebranding
Visual brand-strategy
Key Visuals
Consistent Design-system
Packaging Design
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

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



50s Showreel:
[Work in Motion](#)