creative

portfolio

daniela anastase

open for work

50s Showreel:
Work in Motion

hello

I'm Dani, a **Graphic Designer & Art Director with 4+ years of experience** — I believe that some design principles deserve to be preserved; everything else? It's my opportunity to innovate.

Why work with me? I believe the best brands come from true collaboration. When we work together, you're not just getting a designer, you're getting a strategic partner who takes time to understand your business, your customers, and your goals.

project reel

COFFEE
COACHING
CLUB
cold brew
nitro coffee
COFFEE
COACHIN
CLUB

cold brew

COFFEE
COACHING
CLUB
cold brew

The mission

Expand the Coffee Coaching Club brand world to introduce a high-energy, ready-to-drink Nitro Cold Brew that stands out on retail shelves and draws coffee enthusiasts to the flagship Bern shop.

The outcome

Inspired by the brew's intense fruity notes and clean caffeine kick, I built an expressive, illustrated packaging system tailored specifically for direct-on-can tinplate printing.
The illustration merges vibrant berry tones with bold graphic energy, celebrating the sharpness and contrast unique to printed aluminum.
Built out secondary digital launch assets, retail display collateral, and visual guidelines to pitch the product to local stockists and fuel seasonal social campaigns.

COFFEE
COACHING
CLUB

COFF
COAC
CLUB
cold brew
nitro coffee
Spill your ambition.
(we don't mind)

layout design | illustration

DIE TRAUERBOX

Die Trauerbox (mourning box) was developed by Kathrin Häberli in 2021. While the book serves as the core guide, it is paired with a carefully curated kit of practical tools to help educators and caregivers provide immediate support.

The book contains important and helpful psychological support in case of death. It covers a great theoretical part about grief and grief reactions, and can be practiced preventively to deal with the issue of death and bereavement in children and young people.

The mission

The core challenge was to inspire hope rather than dwell on grief—bringing warmth and levity to a sensitive subject so readers feel invited and comforted rather than overwhelmed.

The outcome

To counter the emotional weight of the topic, I developed a soothing, warm color palette paired with gentle, evocative illustrations. The visual language balances quiet reflection with uplifting elements, creating a calm, safe space for readers navigating difficult moments.

Trauerbox

Akutsituation
Selbstreflexion als Lehrperson:
Ein paar Gedanken und Anregungen

Trauerbox

brand & visual identity | logo design
package design | illustration

SWISS CBD

Hanftheke Bern

The mission

A CBD pharmacy situated in the heart of Bern. The store is a former Swiss Cannabis branch shop, with a manager that dreams of personalised and unique identity.

The outcome

A fresh, approachable identity that balances the trust of a traditional apothecary with a warm, modern aesthetic. Rethinking Hanftheke from the ground up: a vibrant new identity, botanical illustration language, and modular packaging architecture spanning cosmetics, culinary goods, and wellness tinctures—unified seamlessly across print and e-commerce. clean packaging system and playful, nature-inspired visual assets backed by clear pharmaceutical layouts. The result makes CBD feel accessible, intuitive, and welcoming on both physical shelves and digital touchpoints.

hanf theke
Vollspektrum
HANF TROPFEN 15% CBD
CBD ÖL-TROPFEN 15% CBD
Lachsöl
Cannabidiol 10%
HANF TROPFEN 25% CBD
CBD ÖL-TROPFEN 10% CBD

hanf theke
Bio
Hanfpesto
Petersilie-Zitrone
VEGAN
Bio
Hanfpesto
Tomaten
VEGAN

hanf theke
Hand Cream
250 mg
CBD Extrakt
hanf theke
Foot cream
250 mg
CBD Extrakt
hanf theke
Body Lotion
1000 mg
CBD Extrakt
hanf theke
75mg
CBD Extrakt
hanf theke
Face Serum
150 mg
CBD Extrakt
hanf theke
Shower-Gel
600 mg
CBD Extrakt

Happy Tee
Lady Tee
Relax Tee

360° re-branding

From top to bottom.

Hanftheke Bern is a unique CBD store with a refreshed identity that evokes trust, approachable warmth, and well-being.

visual identity | packaging | illustration

Nick’s Pine & Ginger juice

The mission

Nick’s Seasoning Pine and ginger is an authentic Jamaican juice. Crafted from a multi-generational family recipe, this beverage expands on Nick’s original jerk seasoning line into ready-to-drink refreshments.

Nick’s Seasoning contacted me to design the packaging for the upcoming products and to primarily charge the design with dynamic compositions.

The outcome

The label design mirrors the bold, refreshing character of the juice. Lush jungle motifs and energetic figures channel the sound, flavor, and vitality of Caribbean street culture.

The revitalizing jungle with its exotic roots combined with the river’s calm fluidity supports the thirst quenching quality of the juice. The lady floating carefree, embodies the simple joy of tasting a cold beverage on a hot day.

Family recipe

Since childhood, Nick has been inspired by his mother's cuisine comprised of freshly harvested ingredients from their very own garden back in Jamaica.
Their passion for food and partying has fuelled the creation of this beverage.

Connecting with the audience

Friendly and dynamic, the illustration delivers the message loud and clear. The explosion of colour attracts your eye from afar, as you move closer the rich detail refines the mood and sets the season's trend.

New approach

Nick and I made it possible
to purchase the cool Pine
and Ginger poster print, as a symbol
to remind the community
of relaxation, fun and partying

Same client, different assessment

Just a pick of another product that Nick has asked me to design for his label.
The BBQ sauce, made with a vintage touch!

Roberte's Rum Cakes

brand design | visual identity | logo design

The challenge

Roberte is an amazing woman, with lots of talents, and one of them is baking.
Her business started out by casually baking delicious rum cakes for her family and friends. It picked up fast, sooner than she knew orders were coming, with no intention of making a business out of this.

The outcome

Inspired by her personality—reserved at first glance, but wonderfully bold once you get to know her—the identity began with a custom initial mark that set the tone for the entire system.

The monogram merges the letters ‘R’ and ‘A’, celebrating her name while nodding to top-tier quality. Paired with expressive typography, the visual identity captures her infectious warmth and passion for baking.

Ökoheizsysteme

Translating sustainable heating technology into approachable visual storytelling. Branding to make complex eco-installations tangible, natural, and human.

brand design | visual identity | illustration

The mission

Branding for a Basel-based company specialising in ecological heating systems. The goal was to visualise the invisible – translating complex geothermal technology into a narrative of sustainable, “green” living.

The outcome

To demystify ecological heating, I anchored the identity in a living ecosystem—using visual storytelling to reveal what happens behind home walls and underground. Along with a unique logo, I built a flexible design system that helps the brand stand out and scale with consistency.

STOICA
SCHAFFNER
Beste Lösung
in deinem
Haus
Beratung gratis
Planung
Sanierung Anlage
Reparatur von
Sanitärobjekten
und Altarmatur

STOICA
SCHAFFNER
sanitär-und heizungsfirma

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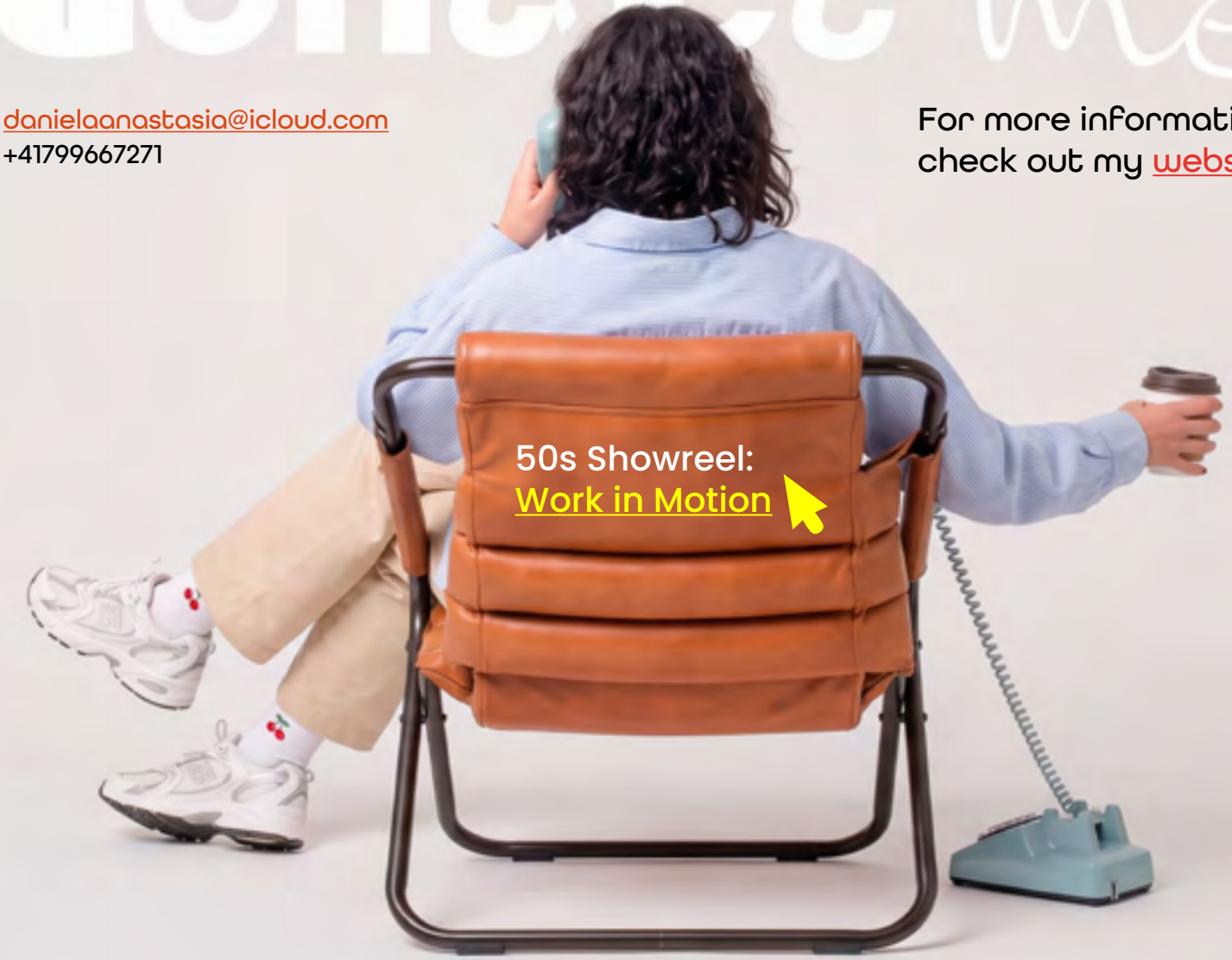
For more information,
check out my website.