



# 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 **Experienced Graphic Designer**  
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](#)