

Graphic Designer



Brand Designer

Daniela Cassis

HELLO

I craft captivating and authentic visual storytelling that leave a lasting impact to every project. It all started with my restless eyes. They led me first into the advertising and later on brand design, packaging, and fashion communication. But what makes them really spark, is exploring the purest idea of design.

EXPERIENCE

RETRACED GMBH - 2023

Graphic Designer, Brand Designer

STOYO MEDIA UG 2021 - 2022

Graphic Designer, Brand Designer, Creative Lead.

PROMOTORA AJ 2020 - 2021

Brand Designer, Art director, Content Creator.

DESNUDO ITALIA - MAN IN TOWN - 2019

SPAGHETTI MAGAZINE - 2019

Assistant Fashion Stylist, Freelance Art Director.

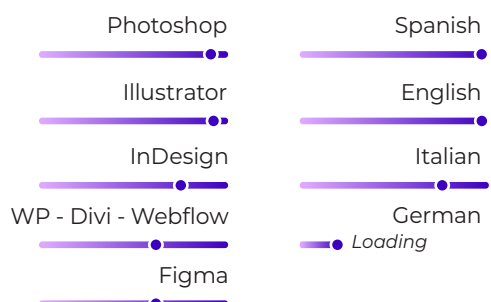
SAATCHI & SAATCHI 2014 - 2017

Art Director, Team Leader, Graphic Designer.

SEDUISANT - INSIGHT KI - 2011

Freelance Graphic Designer

MAIN TOOLS & LANGUAGES



CONTACT

DE - Berlin

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ACHIEVEMENTS

2019 - Master of Fashion Communication & Styling

IED MILANO - Milano, Italy

2018 - Fashion as design course

Online course by MoMA (Museum of Modern Art)

2017-2018 - Academic English course

BPP University - London, United Kingdom

2012 - V exhibition of Visual Identity

Universidad Jorge Tadeo Lozano - Bogotá, Colombia

2009-2013 - BA Graphic Design

Universidad Jorge Tadeo Lozano - Bogotá, Colombia

HARD SKILLS

Identity Design



Editorial & Layout



Art Direction



Packaging Design



Campaign Design



Fashion Communication



SOFT SKILLS



Detail oriented



Communication



Empathy



Growth mindset



Critical thinker



Teamwork

REFERENCES

Available upon request

PORTFOLIO

<https://danielacassis.com/>