

# Jasmína Plšková, MSc

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[Website](#) | [Portfolio](#)



## GRAPHIC DESIGNER | UI DESIGNER

Creative and detail-oriented Graphic & UI Designer with experience in marketing materials, UI/UX, branding, and digital design. Proficient in Adobe Creative Suite, Figma, and 3D modeling. Passionate about delivering high-impact visuals that enhance user experience and brand identity.

## AREAS OF EXPERTISE

Branding | UX/UI Design | Social Media Content | Print Design | Illustration | Packaging Design  
Marketing Design | App/Web Prototyping | AR Design | Design Guidelines

## PROFESSIONAL EXPERIENCE

**Junior Graphic Designer – GoodData** | Prague, CZ | 09/2024 - Present

- Designed digital assets, including social media posts, article thumbnails, and merchandise.
- Assisted in branding consistency across platforms.

**Graphic Designer – Alvarak Group a.s.** | Prague, CZ (remote) | 2023 - Present

- Conceptualized and designed a variety of marketing material, including magazines, gift bags, banners, leaflets, envelopes, and more, resulting in an increase in customer engagement and sales.

**Graphic Design Lead (Internship) – Landell Games** | Linköping, SE | 09/2023 - 03/2024

- Designed social media campaigns and managed event planning.
- Developed graphic guidelines to maintain brand consistency.

**Graphic Designer – Panter s.r.o.** | Prague, CZ (remote) | 2018 - 2022

- Designed marketing and advertisement materials, particularly magazine pages, as a remote graphic designer.

**UI Designer (Internship) – Ematix s.r.o.** | Prague, CZ | 02/2020 - 06/2020

- Collaborated on UI/UX projects, contributing to web and mobile application design.
- Assisted in prototyping and usability testing.

**Designer – Národní Památkový Ústav** | Prague, CZ | 09/2019 - 03/2020

- Designed visual materials in alignment with brand guidelines.
- Created a centralized database for tracking missing images, reducing retrieval time by 50%.

## EDUCATION

**MSc in Design** – Linköpings Universitet | Linköping, SE | 2022 - 2024

**BA in Graphic Design** – Prague City University | Prague, CZ | 2019 - 2022

*Full Summer School Scholarship - TMU Creative School | Toronto, CA | Summer 2024*

## TECHNICAL PROFICIENCIES

Adobe Suite | Microsoft Suite | Google Suite | Figma | Blender 3D | HTML | CSS | Trello | Linear |  
Photography | Sketch | Corel | Design for Printing | Typography | BrightSign Connected

## SOFT SKILLS

Creativity | Attention to Detail | Adaptability | Organization | Communication | Problem-Solving |  
Leadership | Critical Thinking | Continuous Learning

## LANGUAGES

- |                                   |                                  |                              |
|-----------------------------------|----------------------------------|------------------------------|
| • Czech – Native                  | • Slovak – C2 Fluent (Bilingual) | • German - A2 Conversational |
| • English – C2 Fluent (Bilingual) | • Polish – B1 Conversational     | • Swedish - A1 Beginner      |