Jasmina Plskova

MSc. – Digital Designer

Branding · Campaigns · UI

Selected Works 2026

GoodData - Campaign & Rebrand

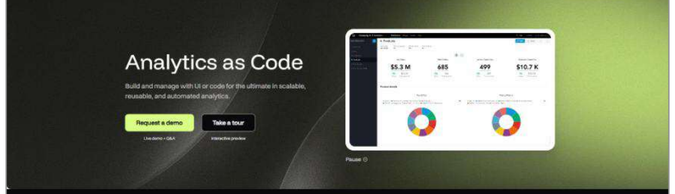
Norrköping Touchtable - UI

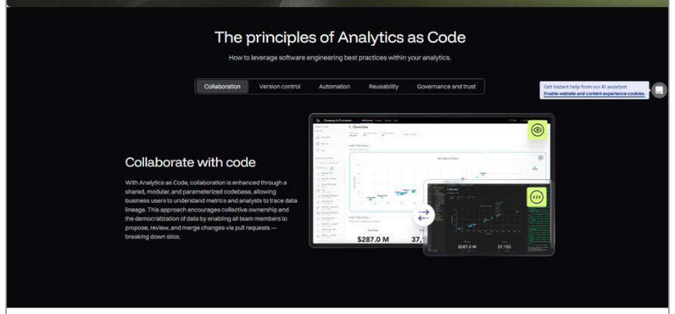
Burrow Ai Coach - Mobile UI/UX

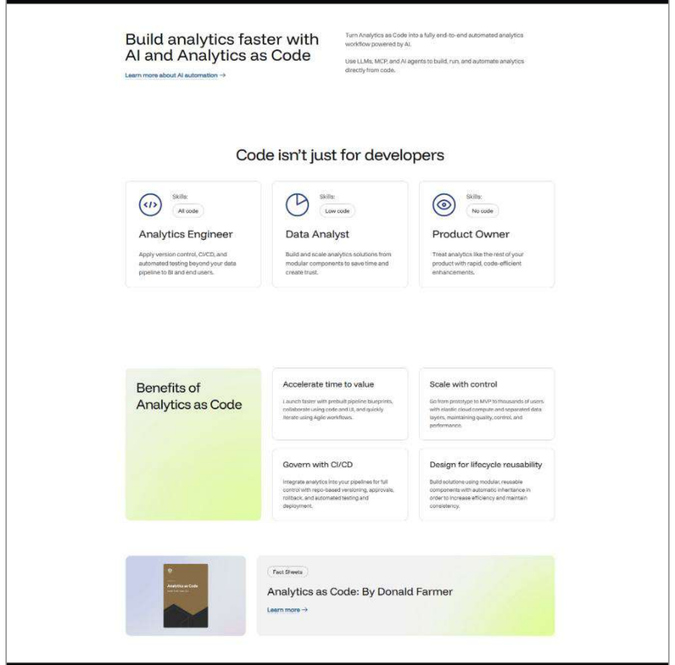
Miléa - Brand & E-commerce

Kurdawari - Brand

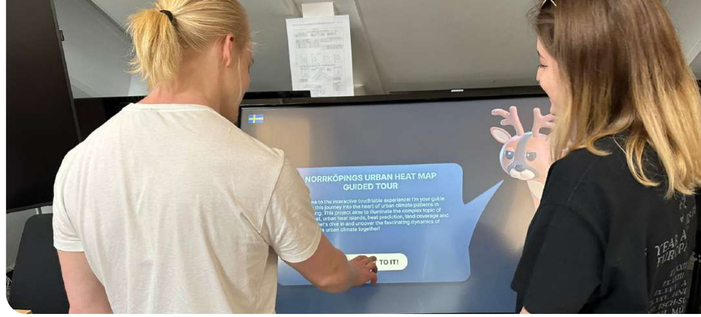
Strängnäs - Mobile UI/UX

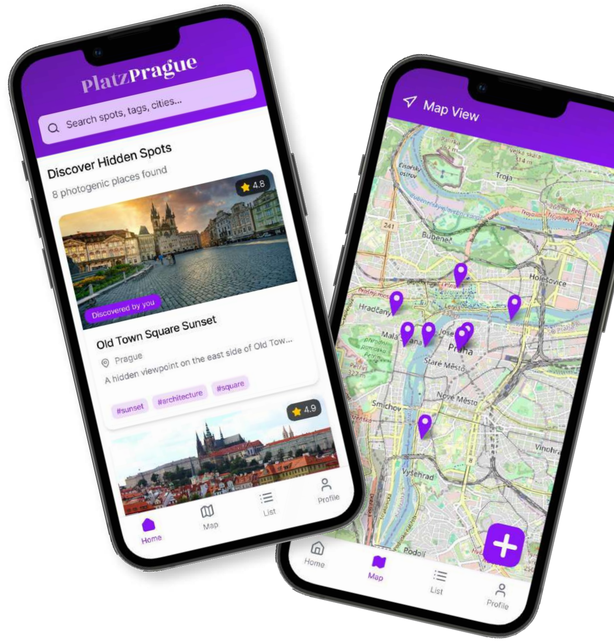














GoodData

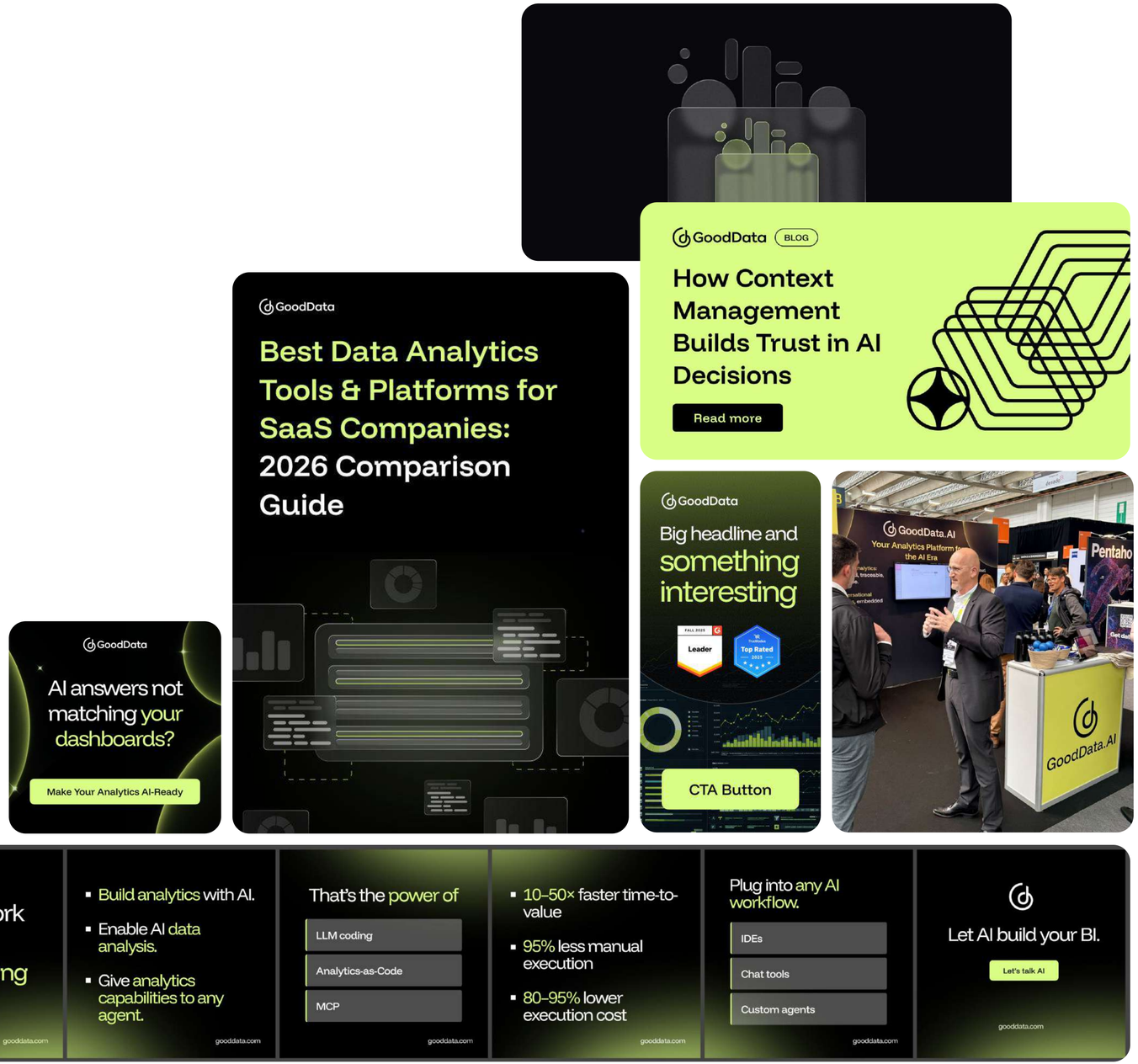
Campaign & Rebrand

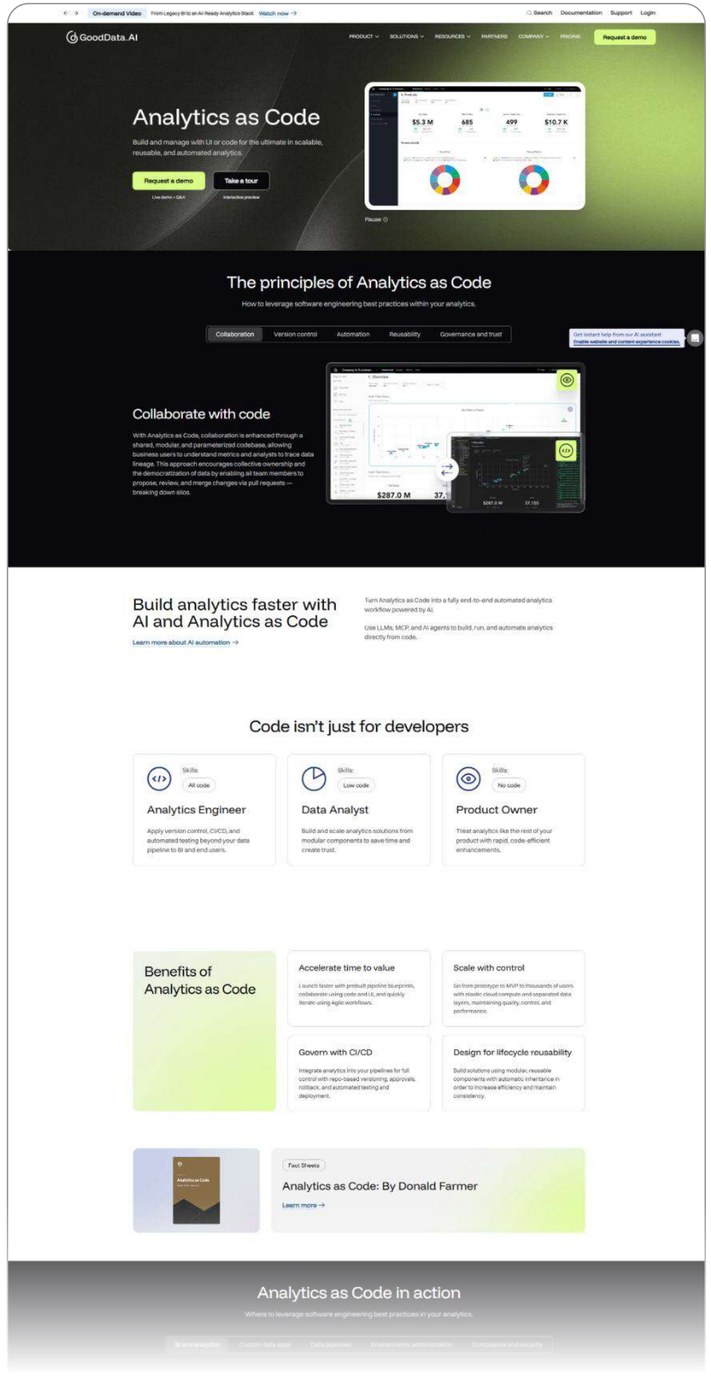
As part of GoodData's brand redesign, I was responsible for the creation of updated visual identity across web, digital, and marketing - rebuilding the asset library and design system to support a consistent, scalable brand across all channels.

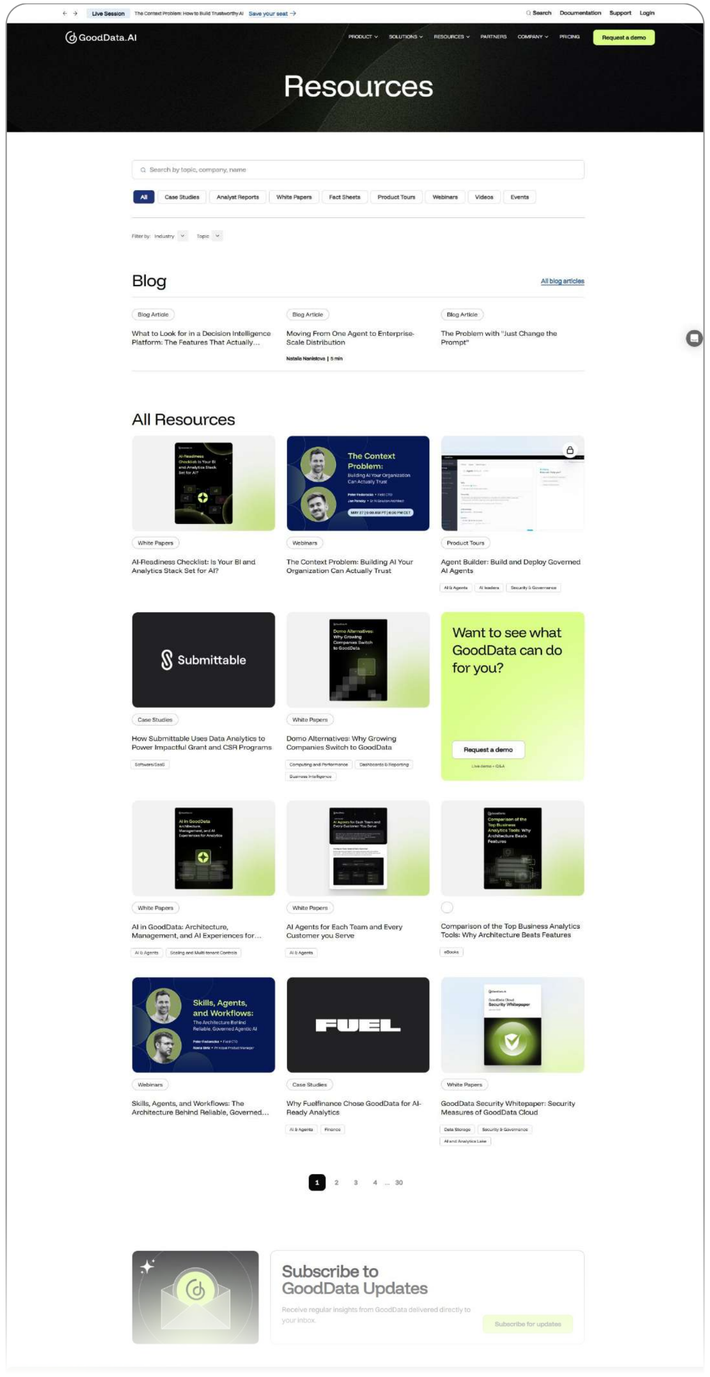
My day-to-day work spans the full digital mix: landing pages, social media, email campaigns, paid media, and printed materials. I worked closely with marketing and product teams to translate campaign concepts into high-quality visual executions, balancing creative consistency with fast-paced delivery.

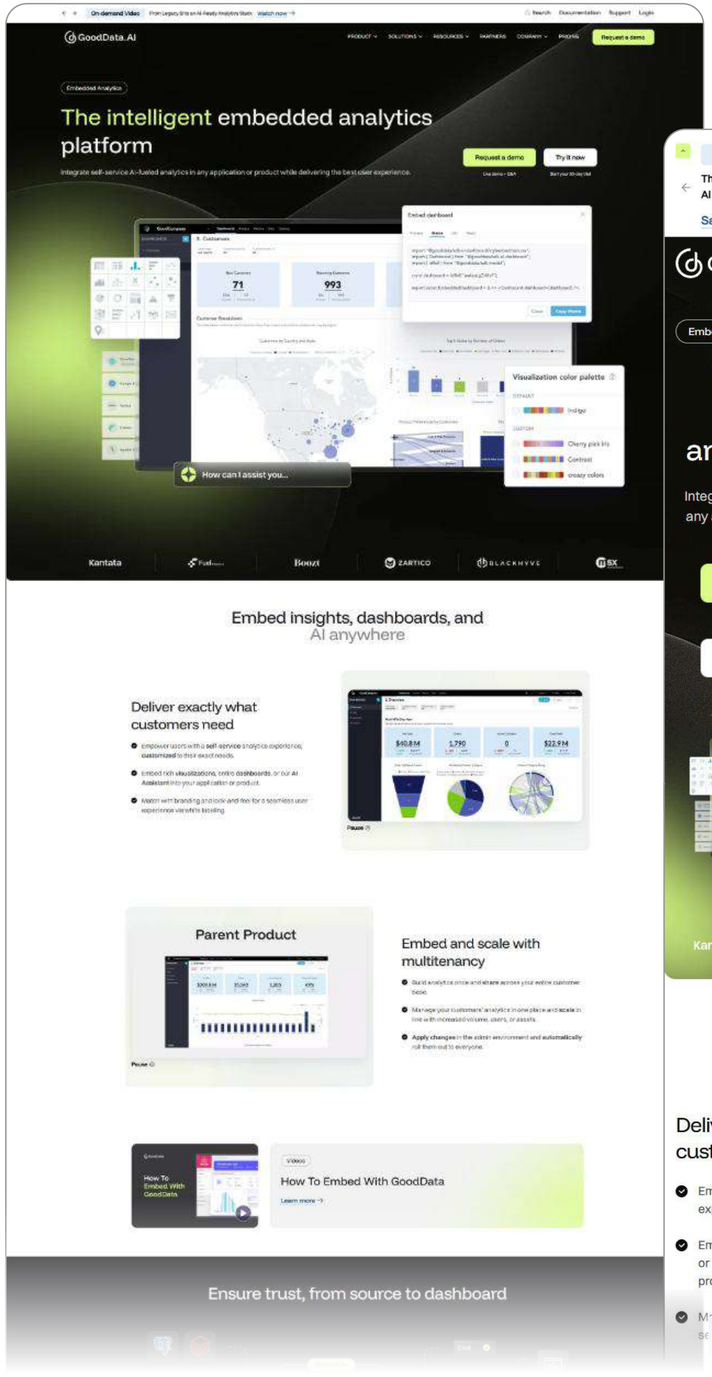
GoodData's Website

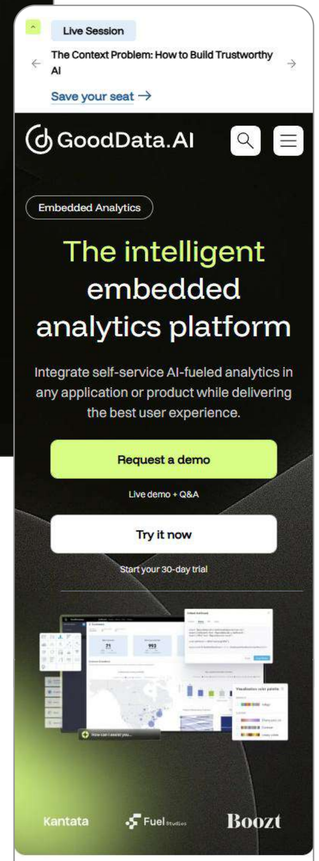
LinkedIn




GoodData.AI
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Analytics as Code
Build and manage with UI or code for the ultimate in scalable, reusable, and automated analytics.
Request a demo
Take a tour
The principles of Analytics as Code
How to leverage software engineering best practices within your analytics.
Collaboration
Version control
Automation
Reusability
Governance and trust
Collaborate with code
With Analytics as Code, collaboration is enhanced through a shared, modular, and parameterized codebase, allowing business users to understand metrics and analysts to trace data lineage. This approach encourages collective ownership and the democratization of data by enabling all team members to propose, review, and merge changes via pull requests — breaking down silos.
Build analytics faster with AI and Analytics as Code
Turn Analytics as Code into a fully end-to-end automated analytics workflow powered by AI.
Use LLMs, MCP, and AI agents to build, run, and automate analytics directly from code.
Learn more about AI automation →
Code isn't just for developers
Analytics Engineer
Apply version control, CI/CD, and automated testing beyond your data pipeline to BI and end users.
Data Analyst
Build and scale analytics solutions from modular components to save time and create trust.
Product Owner
Treat analytics like the rest of your product with rapid, code-efficient enhancements.
Benefits of Analytics as Code
Accelerate time to value
Scale with control
Govern with CI/CD
Design for lifecycle reusability
Analytics as Code: By Donald Farmer
Learn more →
Analytics as Code in action


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What to Look for in a Decision Intelligence Platform: The Features That Actually...
Moving From One Agent to Enterprise-Scale Distribution
The Problem with "Just Change the Prompt"
All Resources
AI-Readiness Checklist: Is Your BI and Analytics Stack Set for AI?
The Context Problem: Building AI Your Organization Can Actually Trust
Agent Builder: Build and Deploy Governed AI Agents
Submittable
How Submittable Uses Data Analytics to Power Impactful Grant and CSR Programs
Domo Alternatives: Why Growing Companies Switch to GoodData
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AI in GoodData: Architecture, Management, and AI Experiences for...
AI Agents for Each Team and Every Customer you Serve
Comparison of the Top Business Analytics Tools: Why Architecture Beats Features
Skills, Agents, and Workflows: The Architecture Behind Reliable, Governed Agents AI
FUEL
Skills, Agents, and Workflows: The Architecture Behind Reliable, Governed...
Why FuelFinance Chose GoodData for AI-Ready Analytics
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The intelligent embedded analytics platform
Integrate self-service AI-fueled analytics in any application or product while delivering the best user experience.
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Embed insights, dashboards, and AI anywhere
Deliver exactly what customers need
Empower users with a self-service analytics experience, customized to their exact needs.
Embed rich visualizations, entire dashboards, or our AI Assistant into your application or product.
Match with branding and look-and-feel for a seamless user experience via white labeling.
Parent Product
Embed and scale with multitenancy
How To Embed With GoodData
Ensure trust, from source to dashboard


Live Session
The Context Problem: How to Build Trustworthy AI
Save your seat →
GoodData.AI
Embedded Analytics
The intelligent embedded analytics platform
Integrate self-service AI-fueled analytics in any application or product while delivering the best user experience.
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Live demo + Q&A
Try it now
Start your 30-day trial
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Boozt
Embed insights, dashboards, and AI anywhere
Deliver exactly what customers need
Empower users with a self-service analytics experience, customized to their exact needs.
Embed rich visualizations, entire dashboards, or our AI Assistant into your application or product.
Get instant help from our AI assistant
Enable website and content experience cookies.

Norrköping Urban Heat Touchtable

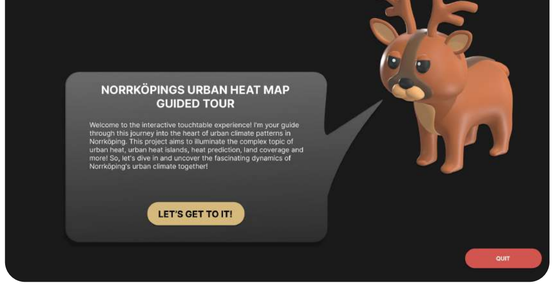
UI

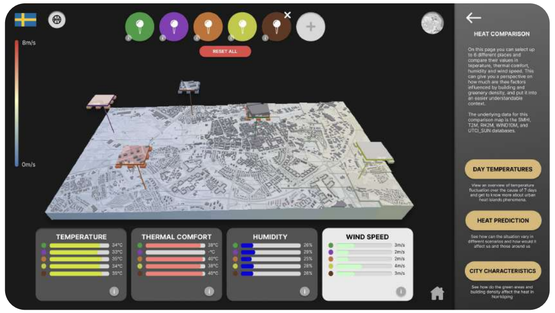
The Visualisation Centre in Norrköping (iVis) needed an interactive touch table exhibit to help visitors explore urban heat data across the city. The existing solution was unclear and difficult to navigate, particularly for first-time visitors.

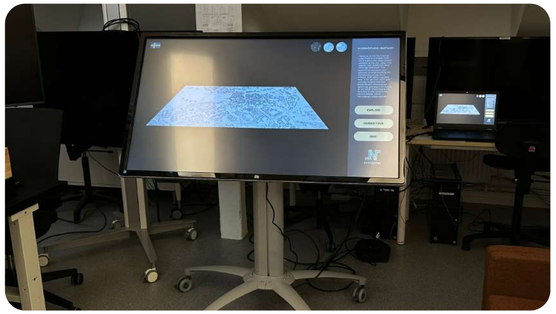
I led the UX design from research through to final prototype — conducting field research in museums and visualisation centres, running user workshops, and iterating based on usability testing with a diverse group of participants. The research directly shaped the final interface: clearer colour coding, a guided storytelling structure, and an information hierarchy designed for visitors with no prior knowledge of the subject.

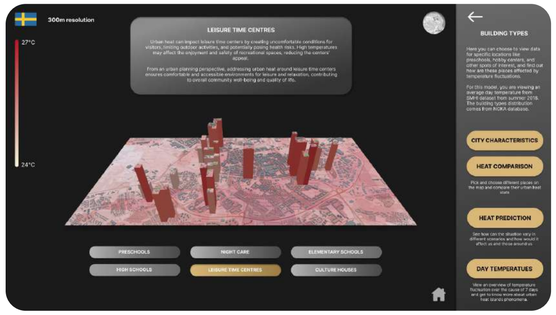
The result is a Figma prototype that makes complex climate data navigable and engaging for a general audience. Try it below.

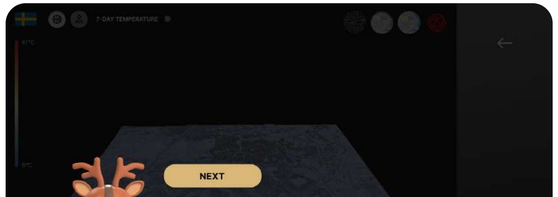
Link To Prototype

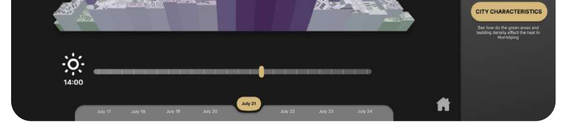


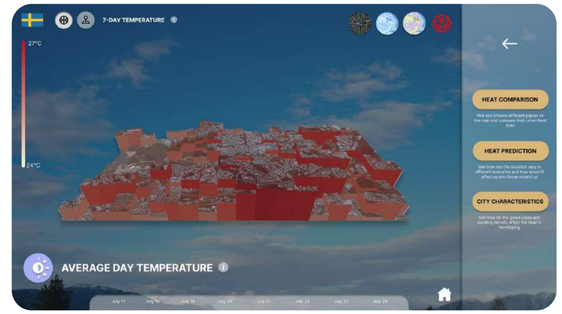


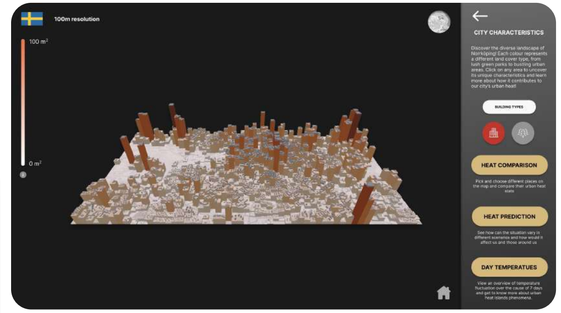


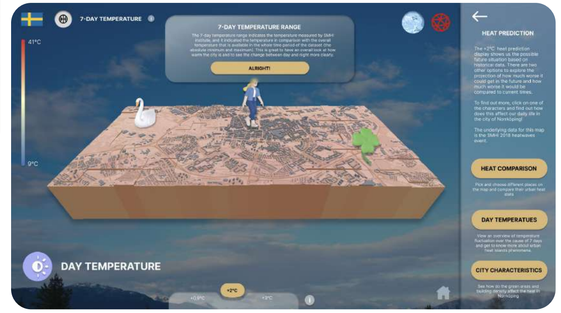


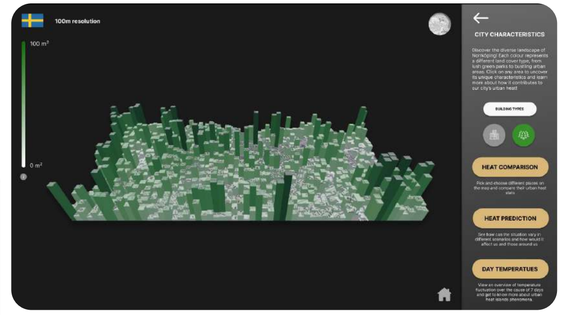














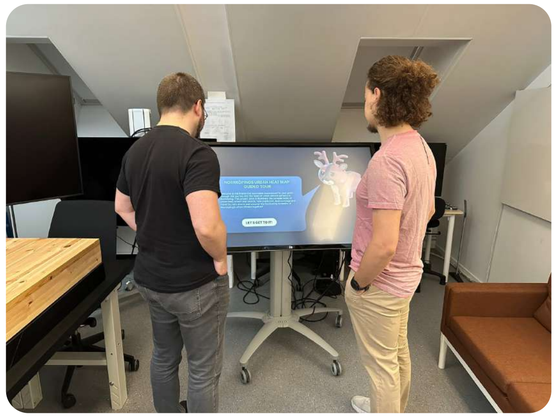
User Testing & Research

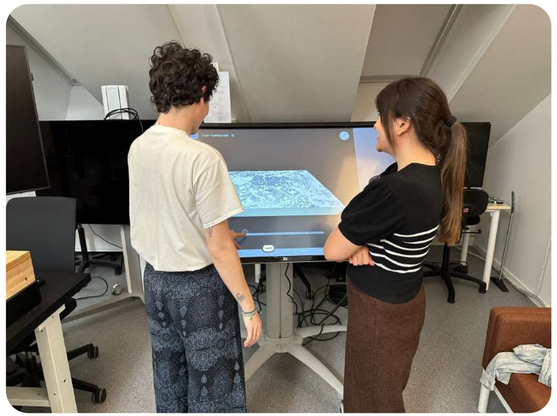
The research phase began with field visits to museums and science centres, observing how visitors naturally interact with large-format displays and where attention drops off. Interviews and concept workshops followed, helping define what kinds of information first-time visitors actually want - and how much complexity they can absorb in a single exhibit visit.

These findings directly shaped the interface structure: a guided entry sequence that orients users before letting them explore freely, a simplified colour scale for the heat data, and interaction patterns borrowed from familiar touchscreen conventions to reduce the learning curve.

Usability testing in the final phase confirmed what worked and exposed what didn't. Colour coding was refined after several participants misread the heat gradient, and the information hierarchy was restructured so that key insights surface first rather than being buried in detail. The tested prototype was navigated successfully by participants with no prior knowledge of climate data or the city's geography.















BURROW

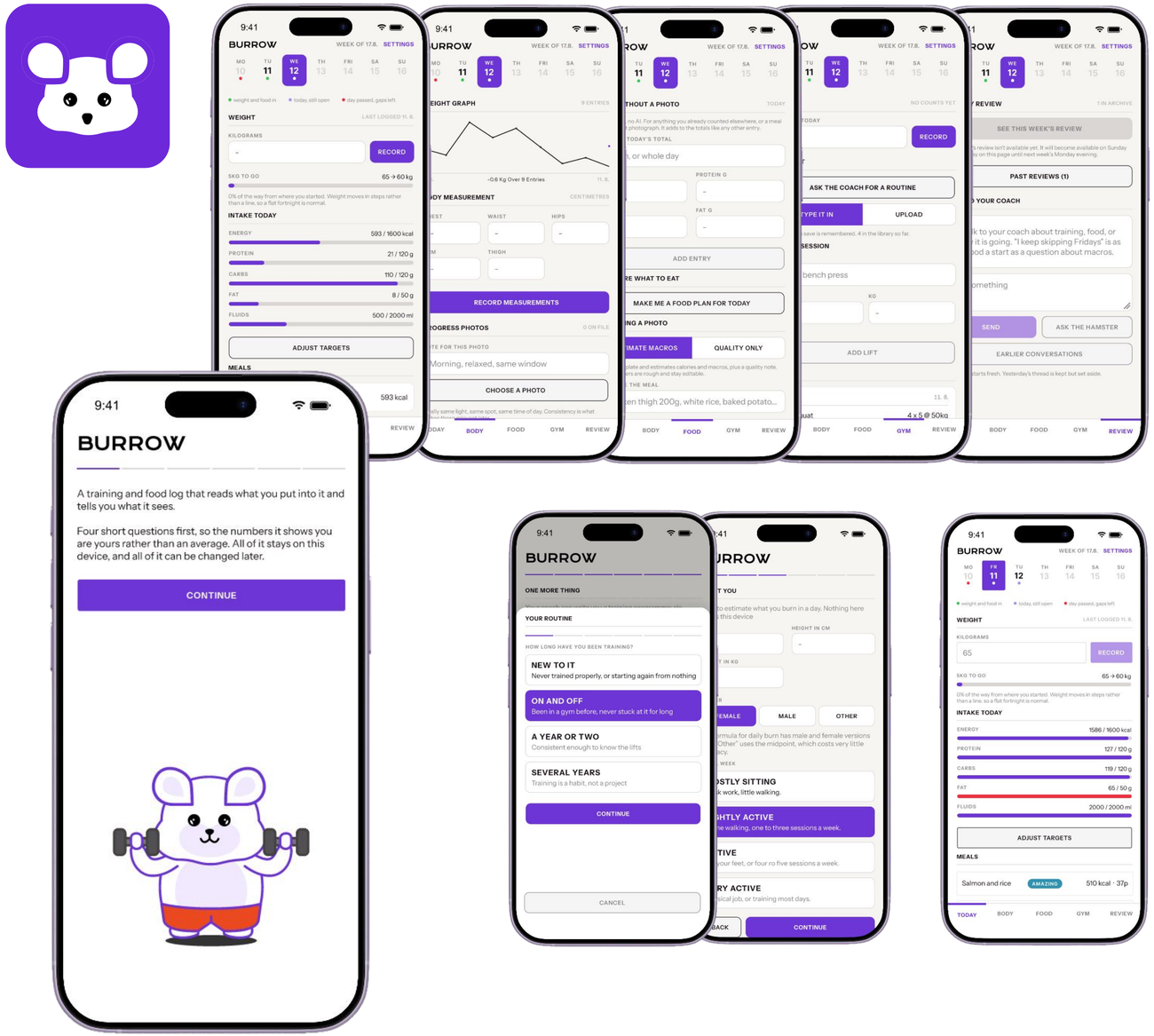
Mobile UI/UX

Fitness apps are built like games. Streaks, rings, confetti when you close them, a red number when you don't. That works until the week you miss, and then the thing motivating you is the thing making you feel worse. Burrow is a log that records what I did without scoring me on it.

The first version was austere: bone grey, cobalt, no rounded corners, with a tape measure rule running under every section. Later, I softened it into warm paper, violet and white cards, with Krona One on the wordmark and the whole thing built on tokens. The "mascot" is a hamster, whom I plan on including in more places in the app. The interface even changes temperature with the coach you pick: warmer and rounder for the encouraging one, white and sharp for the direct one.

I took it past the mockup stage and vibe coded it into something I actually use, and that I want to later distribute. For now, it is available on Windows and Android though a private link (the code is still under development)

Link To Prototype



Miléa

Brand & E-commerce

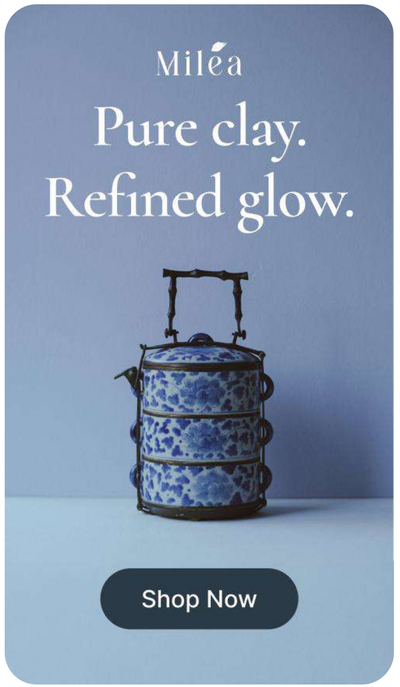
Miléa is a skincare concept built around a mineral-rich clay mask, exploring how Eastern European heritage ingredients can be translated into a refined, digital-first brand experience.

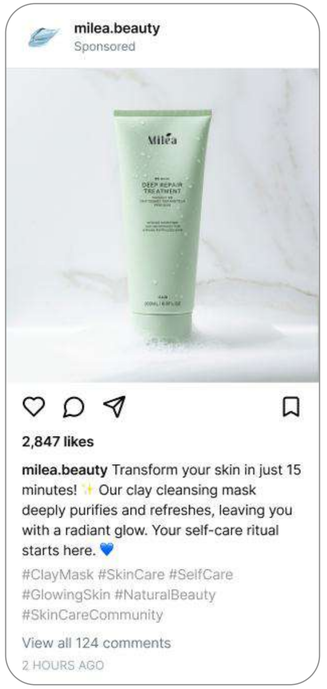
I developed the full brand identity and art direction - designing a cohesive visual system applied across a landing page, product page, social media, and email. Soft, cool-toned palettes and clean editorial layouts communicate calm, purity, and understated luxury, while the copy and visual hierarchy keep the focus on ingredient storytelling.

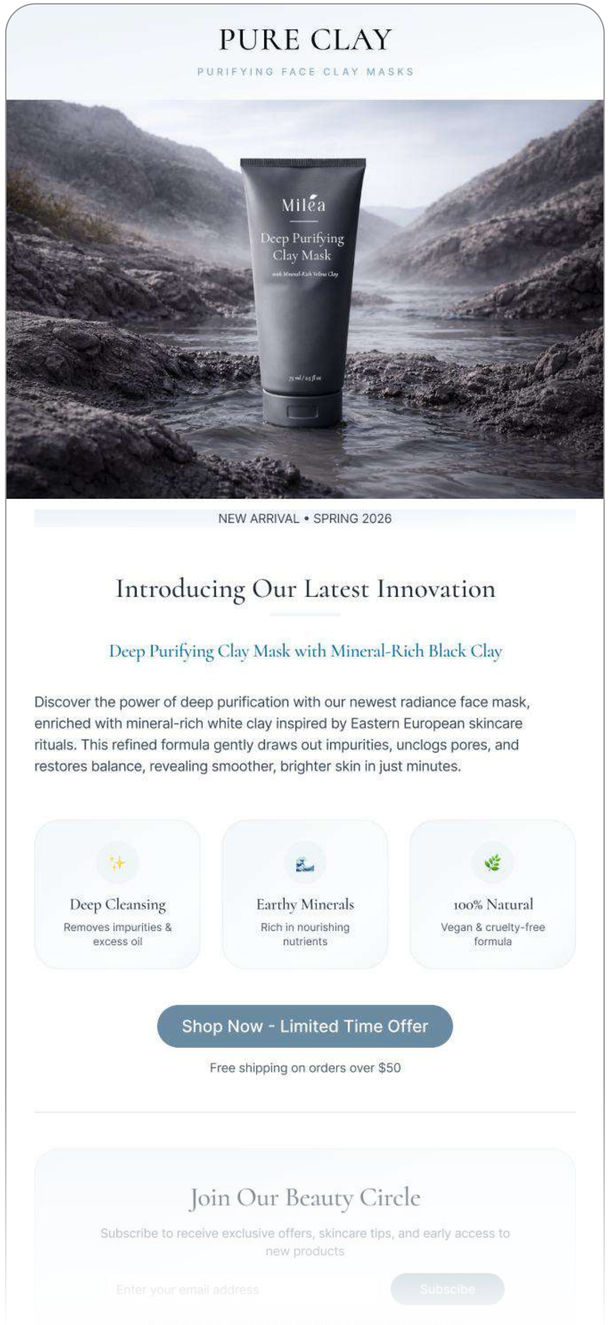
A personal concept project.











Milēa

Products The Ritual Heritage

Shop Now



EASTERN EUROPEAN WHITE CLAY RITUAL

Velina Clay Essence

Pure white clay from Eastern European mineral springs. A timeless ritual for luminous, balanced skin.

Discover Velina Clay →

THE MILĒA PROMISE

Heritage Meets Purity

Every jar contains centuries of skincare wisdom, refined for modern luxury.

Mineral-Rich Formula

Velina White Clay from Eastern European springs gently detoxifies while preserving natural moisture balance.

Pure Botanicals

Enhanced with chamomile, rose water, and birch sap, ingredients trusted for centuries in European wellness.

Gentle & Balancing

Respects your skin's delicate pH balance. Suitable for all skin types, including sensitive complexions.

Clean & Refined

Dermatologically tested. Free from harsh chemicals, parabens, sulfates, and synthetic fragrances.

OUR HERITAGE

The Story of Velina Clay

For centuries, Eastern European communities have treasured the healing powers of white clay from ancient mineral springs. We honor this tradition with Velina Clay—pure, mineral-rich, and crafted with reverence for nature's wisdom.



Velina White Clay

EASTERN EUROPEAN MINERAL SPRINGS

Our signature ingredient. Mineral-rich white clay harvested from pristine springs in the Carpathian region, known for its gentle purifying and balancing properties.

Bulgarian Rose Water

VALLEY OF ROSES, BULGARIA

Steam-distilled from heritage damask roses. Soothes and hydrates while imparting a delicate, natural fragrance that elevates the ritual.

Chamomile Extract

ORGANIC EUROPEAN FARMS

Carefully extracted from wild chamomile flowers. Calms sensitivity and reduces redness, making our formula suitable for even the most delicate skin.

Birch Sap

NORDIC FOREST

Sustainably harvested from silver birch trees. Rich in minerals and vitamins, it nourishes skin and supports natural renewal.

"Each ingredient is chosen not only for its efficacy, but for its story— a connection to the earth and to generations of wellness tradition."

OUR HERITAGE

The Story of Velina Clay

For centuries, Eastern European communities have treasured the healing powers of white clay from ancient mineral springs. We honor this tradition with Velina Clay—pure, mineral-rich, and crafted with reverence for nature's wisdom.

TEXTURE & FEEL

Smooth as Porcelain

Our white clay mask glides onto skin with a velvety, whipped texture. Light
from a silky cream to
works in harmony with

As it sets, you'll feel a su
that Velina Clay is drawin
your skin with essential
discomfort. Just pure, ca



Silky

OUR COLLECTION

Three Essential Ritu

Each mask is a portal to centuries-old European spa tradi



Essence Blanche

WHITE CLAY PURIFYING MASK

For sensitive & normal skin

€58 Add to Cart



Clarté Marine

SEA MINERAL CLAY TREATMENT

For combination & oily skin

€58 Add to Cart



Lu

€6

Milēa

Products The Ritual Heritage

Shop Now

Home / Products / Essence Blanche



PREMIUM CLAY TREATMENT

Essence Blanche

White Clay Purifying Mask

€58 / 75ml

Our signature purifying mask features pure Velina White Clay enhanced with chamomile and rose water. Designed for sensitive and normal skin, it gently draws out impurities while maintaining skin's natural moisture balance.

Essence Blanche embodies the timeless ritual of Eastern European spa culture. This gentle yet effective formula respects your skin's delicate nature, providing deep cleansing without irritation. Perfect for those seeking clarity and balance in their skincare routine.



Quantity − 1 +

Add to Cart — €58

Key Benefits

- Gentle purification for sensitive skin
- Balances oil production without drying
- Reduces appearance of pores
- Calms redness and irritation
- Leaves skin soft, smooth, and refreshed

WHAT'S INSIDE

Pure, Potent Ingredients

Velina White Clay

Pure mineral-rich white clay from Eastern European springs. Gently absorbs excess oil and impurities while delivering essential minerals to the skin.

KURDAWARI

Brand

Kurdawari is a cultural brand founded by Dutch-Kurdish creator Mazen Ali, celebrating Kurdish identity through fashion, art, and activism. The brief was to translate Kurdish heritage into a contemporary visual language that communicates pride, purpose, and cultural storytelling to a global audience.

I led the brand concept and visual direction - drawing from Kurdish symbolism including the sun, traditional textiles, and earthy landscapes, abstracted into a modern, minimal design language. A warm natural palette and clean editorial typography balance emotional depth with clarity, while a cohesive icon system across product categories keeps the identity flexible and scalable.

A real client project.



KURDAWARI

The Soul of Modern Kurdish Aesthetics

A brand identity redesign that unites story, symbolism, and structure. Kurdawari stands as a cultural platform where fashion, identity, and solidarity come together under one light.

old logo

KURDAWARI

new logo

KURDAWARI

- Refreshed font
- Keeps the same style for brand awareness
- Client didn't inquire for huge changes there

logo usage

The Kurdawari logo symbolizes the Kurdish heritage in **modern identity**.

It should always appear **clear, balanced, and surrounded by space**. It should never be distorted or stretched, and it shouldn't be placed on busy backgrounds.



color palette

The palette draws from the flag of Kurdistan — red, white, yellow and green.

Every tone represents warmth, resilience, and connection.

typography guidelines

Kurdawari's typography bridges heritage and modernity.

The logo's clean sans-serif

Mukta Mahee

ensures readability and balance, while the headlines' serif accent

Baskerville Bold

evokes storytelling and craftsmanship.
Together, they express both **dignity and openness**.

iconography

The icons are modern symbols of **Kurdish culture — inspired by deq tattoos**.

Each represents a different meaning, and in this branding it also erepresents various product categories, but together they are forming a unified visual language that blends craft with design precision.



do's and don'ts

Do:

- Keep proportions, spacing, and brand colors consistent.
- Use icons and logo in uncluttered compositions that empha size simplicity.

Don't:

- Recolor the logo or icons outside the palette.
- Stretch, rotate, or overcrowd brand elements.

KURDAWARI

This brand book captures the heart of Kurdawari; a visual and narrative guide that aligns every expression of the brand.
It ensures the story of Kurdish culture, activism, and artistry is told with **consistency, elegance, and authenticity**.

Strängnäs Commun

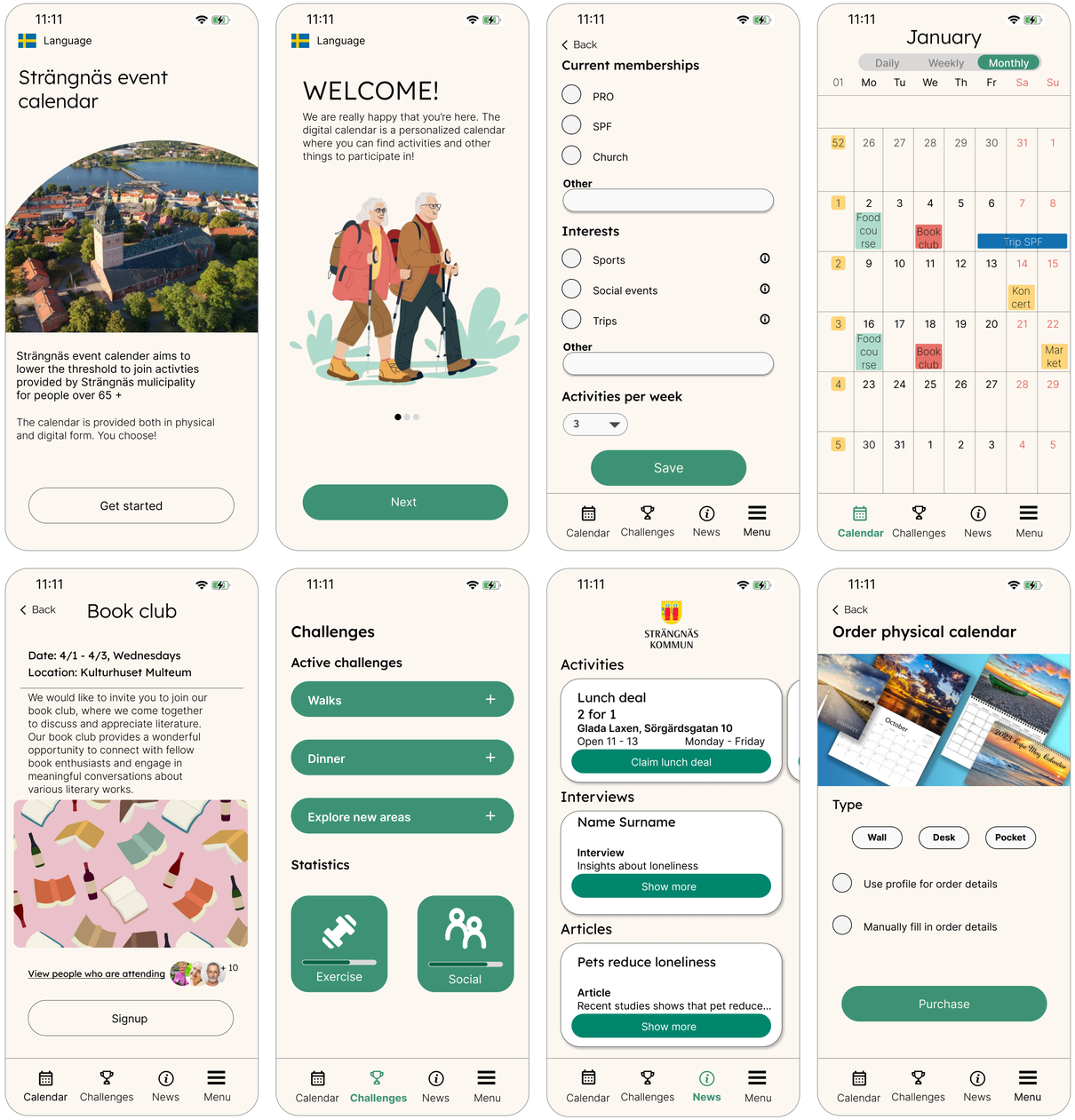
Mobile UI/UX

A team project with Linköpings Universitet, in collaboration with Strängnäs Municipality. The brief was to improve social connection and well-being among elderly residents through accessible digital design.

Working in a team of three, we developed a mobile app prototype and a complementary printed calendar to make local activities easier to find and navigate. Research and interviews revealed that users were motivated to engage socially but struggled to find relevant, accessible information - a gap the design directly addresses.

My focus was on the interface design: large touch targets, high-contrast visuals, and a simple navigation structure tailored to users with limited digital experience. The printed calendar mirrors the app's structure, ensuring the experience works across both formats for users less comfortable with digital tools.

Link To Prototype



Printed Version

We want to thank you!

We value our community, it allows us to laugh together and share joy, but also supports us when we need an extra hand. We are grateful that you are contributing to the municipality and that you have taken part of this calendar. Together we can continue to develop Strängnäs and create a place where everyone can feel at home. We are looking forward to this year together with you where we can create new memories. Your continued involvement and commitment ensure that our municipality remains a place where everyone can thrive and flourish.

Strängnäs 500 years!

Strängnäs is celebrating 500 years this year and we want to celebrate together with you! Experience the different activities and events that are planned throughout the year. Music, sports, exhibitions and competitions are just some of the things that will be arranged. If you are interested in reading more about the upcoming activities this year, scan the QR code to learn more.

2023 Strängnäs

Your personalized calendar

You have now been assigned to 3 organisations that suit your interests. These organisations have events throughout the year which are placed in the calendar. If you want to attend a specific event, send a text message or call the person in charge of the organisation. For more information visit

strängnäskommuni.se or download "strängnäs calendar"

In the app you can customise your calendar more to your needs and make changes. If you have any questions about how the calendar works or if you want to change something and therefore get a new one, you can:

fjklsjdf@strangnas.se

8250498026

You matched with:

1 Strängnäs Pensioners Bowling Klub, SPBK.

This organisation bowls regularly on Mondays and Thursdays 9.30 and 11.00 in the Nya Bowlinghallen out in Eldsundsundsviken. It is an organisation that likes to invite more activities and community. If you want pensioners to its to know more, you can visit their website or at the end of the calendar.

2 SPF Seniorerna Strangnas

SPF Seniorerna Strängnäs is for those who are entitled to some form of pension or are married/cohabiting with someone who is, regardless of age. Everything from Bingo, bowling and digital cafes. When you become a member of the organisation, there are a number of benefits that you can take advantage of. Ask about this at your first meeting or read more on their website. All activities that suit your needs and interests will be shown in the calendar and if you want more information you can find it on their website or at the end of the calendar.

3 Domkyrkan in Strangnas

Domkyrkan in strängnäs is an active church with many different meeting places to be an active member. The church can be found at Biskopsgränd 2 with more than 11,000 members where they celebrate mass every day and offer activities for young and old. There are more time-consuming and dedicated activities but also simpler activities such as talks, deepening your faith or Tuesday Soup. All activities that suit your needs and interests will be shown in the calendar and if you want more information you can find it on their website or at the end of the calendar.





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