

Jasmina Plskova

MSc. In Design

Digital Designer -
Brand, Campaigns & UI

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[LinkedIn](#) · [Website](#) ·

[Portfolio](#)

Expertise

Brand & Visual Identity

Campaign Design

Design Systems

Print Design

Typography

UI/UX Design

Social Media Assets

Web & Digital Design

Tools

Figma · Adobe Suite ·
Blender 3D · HTML/CSS ·
Sketch · Canva · Design
for Printing

Languages

Czech - Native

English - Fluent (Bilingual)

Swedish - A2 (Learning)

German - A2

Dutch - A1 (Actively learning)

Digital Designer with 4+ years of professional experience across brand, campaign, and UI design. Skilled in Figma and Adobe Suite, with a strong foundation in design systems, visual storytelling, and cross-channel brand consistency. Experiences working in both collaborative environments and independently as a remote designer. Currently based in Prague, open to relocation.

Expertise

Graphic Designer

2024 - 2026

GoodData · Prague, CZ

- Contributed to a full visual rebrand, as well as website migration, across all visual assets, including but not limited to social media, ebooks, thumbnails, web banners, components, and email - establishing a unified design language across channels.
- Produced high volumes of campaign-ready assets, social ads, illustrations, and long-form content design.
- Applied and evolved brand guidelines across digital and print touchpoints, ensuring consistency across all customer-facing communications.

Graphic Designer

2023 - 2026

Alvarak Group a.s. · Prague, CZ

- Designed print and digital marketing materials for a gift products brand, including product catalogues, packaging visuals, and promotional assets.
- Delivered eye-catching design across physical and digital channels, contributing to customer engagement and sales performance.
- Managed multiple concurrent briefs across print and digital formats, maintaining quality and brand accuracy throughout.

Graphic Design Lead

09/2023 - 03/2024

Landell Games · Linköping, SE

- Co-led visual design for social media campaigns, taking ownership of key deliverables from concept to final asset.
- Developed a set of visual guidelines to standardise across platforms, used as a reference by the broader team.

Graphic Designer

2018 - 2022

Panter s.r.o. · Prague, CZ

- Designed editorial layouts and advertisement materials for print publications as a remote designer, delivering production-ready files.

UI Designer

02/2020 - 06/2020

Ematix s.r.o. · Prague, CZ

- Contributed to UI/UX design for an e-commerce web and mobile product, creating wireframes and interactive prototypes in Figma.

Education

MSc in Design

2022 - 2024

Linköpings Universitet · Linköping, SE

BA in Graphic Design

2019 - 2022

Prague City University · Prague, CZ

◆ Full Summer School Scholarship
TMU Creative School · Toronto, CA

Summer 2024