

Portfolio

2026 |

Jasmina Plskova

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About Me

Jasmina Plskova, MSc.
Graphic & UI/UX Designer
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- * Multi-disciplinary designer with **4+ years** of experience in branding, UI/UX, and packaging—working with both startups and corporate brands.
- * I value **simplicity, accessibility, and user-centred design**. My work is shaped by **clean visuals, thoughtful storytelling, and iterative approach**.
- * **Tools:** Figma, Illustrator, InDesign, Photoshop, Blender 3D
- * **Languages:** English, Czech, Polish, Danish

Branding

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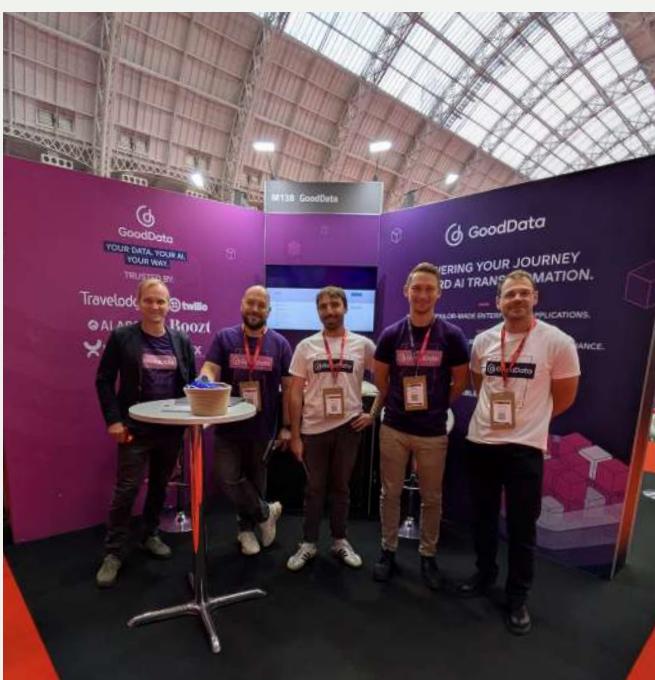
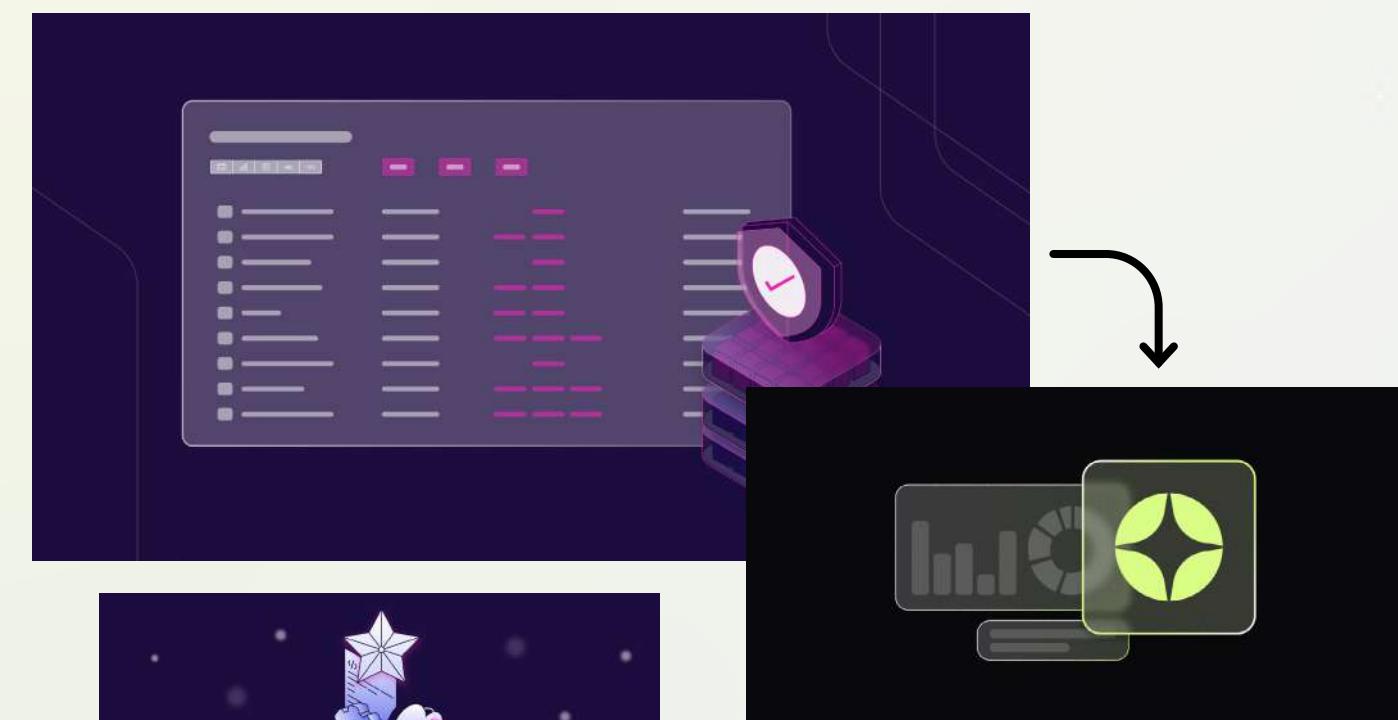
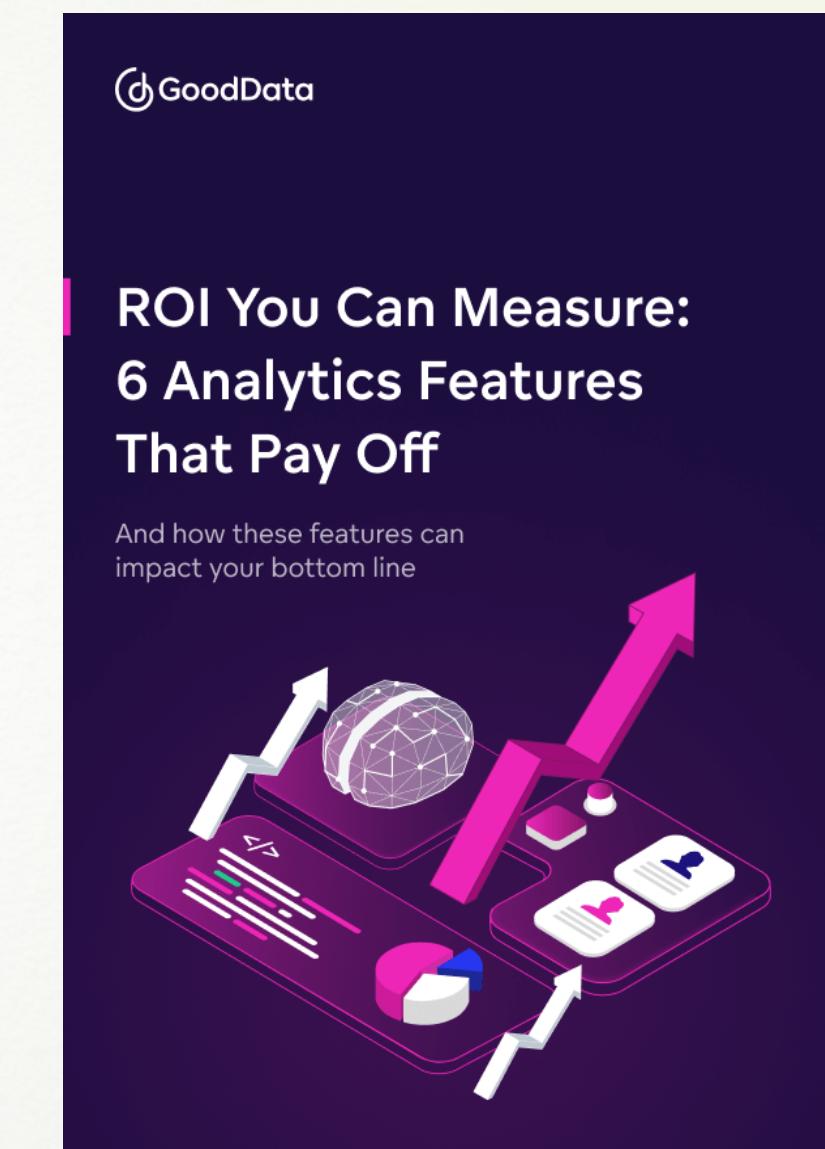


I create visual content for GoodData that supports and evolves the company's brand across primarily digital platforms, but also print. My work includes designing thumbnails, banners, and promotional visuals for social media, email campaigns, and the website, as well as creating print-ready designs for internal merchandise, event materials, and exhibition booths. I also contribute to and help manage the internal design asset library, and collaborate closely with my colleagues across various departments in the company to ensure consistency across all brand touchpoints.

Currently I am also taking part in GoodData's brand redesign project, contributing to the development and rollout of the updated visual identity and applying it across digital, web, and marketing outputs. This role has allowed me to continuously deepen my understanding of corporate branding systems and sharpen my ability to balance creativity with brand guidelines in fast-paced production environments, while working across multiple teams.

You can view examples of my work here:

- [Resources page](#)
- [LinkedIn](#)



PanterShop & BM7

Marketing & Print design



As a designer for PanterShop, a leading retailer of audio electronics, I created a range of marketing materials across both print and digital platforms. My work included designing print advertisements for public spaces and magazines, developing a modular banner system, and establishing visual guidelines to support future campaigns. I also contributed to refreshing the brand's advertising tone by introducing modern, high-contrast visuals and supporting visibility efforts across digital channels and physical retail locations.

The focus of this work was on boosting engagement through clear, product-forward design while helping to build a more unified and recognizable brand identity across all touchpoints.



PanterShop & BM7

Logo & Brand Support Design



In parallel with my work for PanterShop, I collaborated as a brand designer with BM7, who is the company that owns and manages the retail building. I developed a custom logo and visual identity for BM7, including multiple logo variations, and created a range of supporting assets such as rental advertisements, business cards, and digital materials. I also designed a digital building map and information board, which I continue to update on demand, ensuring clarity and consistency for tenants and visitors.

The project focused on establishing a cohesive visual style across a shared business ecosystem, aligning the property brand with its retail tenants while accommodating different briefs and use cases. The logo was inspired by the shape of BM7's flagship building which is a perfect cube. I expanded that into a dice-like form to symbolize both structure and versatility, while subtly incorporating the number seven from the company name. The final system includes a primary logo and a compact mark optimized for small-scale applications, ensuring flexibility across formats.

Three logo variations:



The digital map/info board:



One of the online advertisement banners:



Calhoun Coffee

Re-Design - personal project 

Calhoun Coffee is a family-owned café based in Georgia, USA, that required a refreshed brand identity to replace its outdated visuals. The goal of the project was to create a modern yet approachable look that reflects the café's local roots while appealing to a broader, contemporary audience. I led the visual redesign, developing a cohesive identity that could scale across both physical and digital touchpoints.

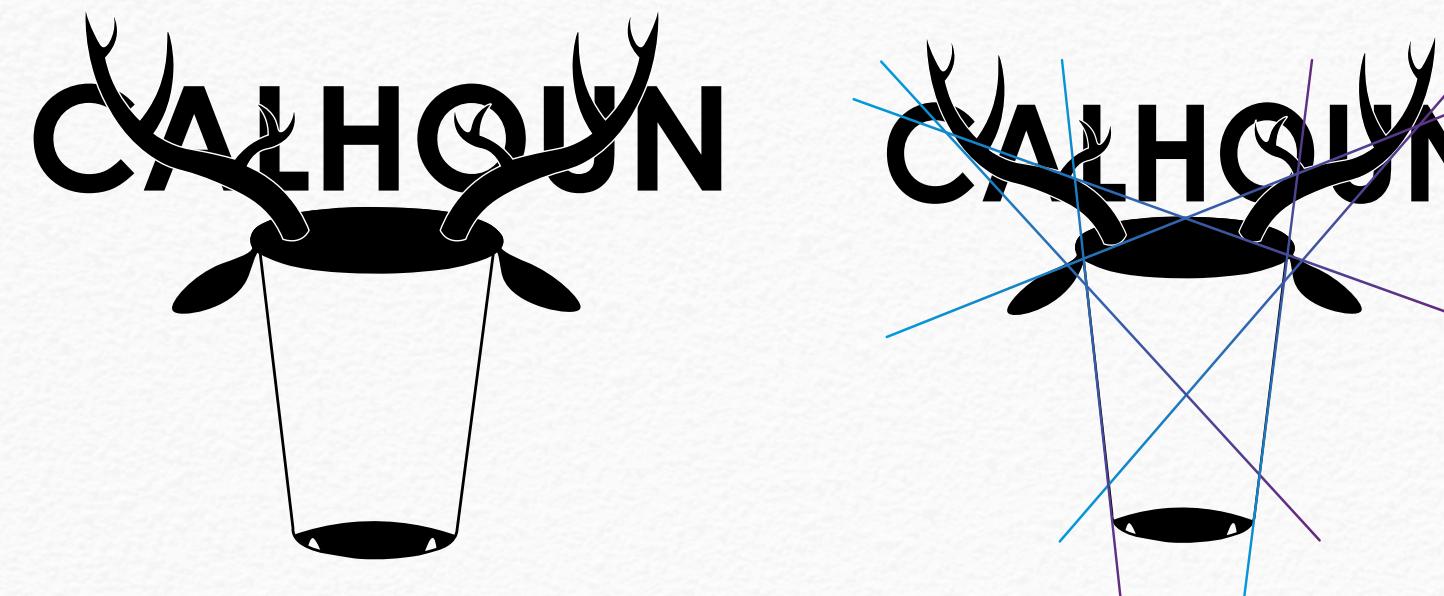
The concept was inspired by Georgia's state animal, the white-tailed deer, with stylized antlers used as a central motif to convey nature, warmth, and familiarity. A color palette combining rich coffee browns with deep greys was chosen to evoke comfort, trust, and a relaxed café atmosphere. The identity includes both a primary logo and a simplified mark for small-format applications such as merchandise and signage, and the redesign was applied consistently across the full franchise to create an authentic and unified brand experience.



The logo

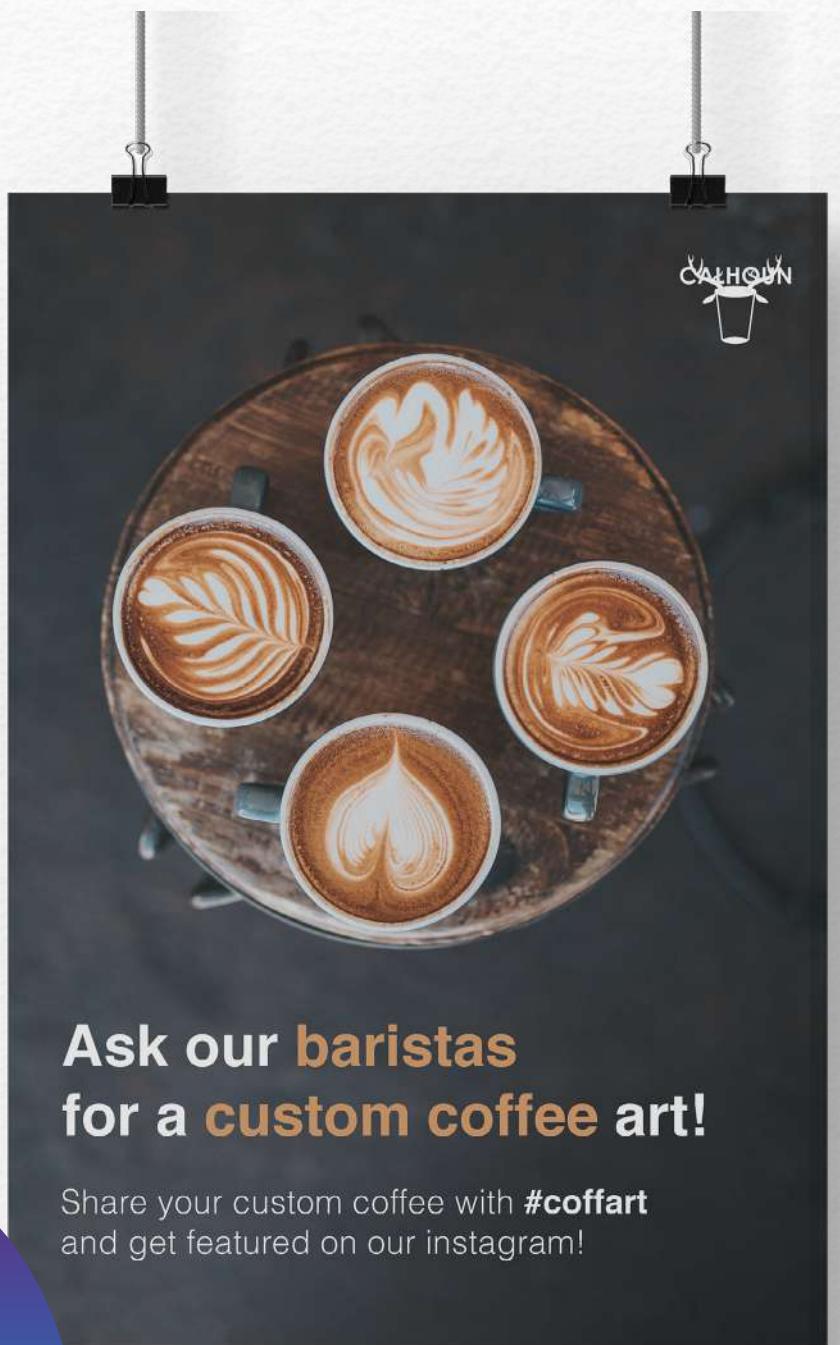
The logo has two variations, the original one with the cup and a simplified version for better franchise application.

Original version:



Simplified version:





Kurdawari

Branding

Kurdawari is a cultural brand founded by Dutch-Kurdish creator Mazen Ali, focused on celebrating Kurdish identity through fashion, art, and activism. The project aimed to establish a refined brand identity that translates Kurdish heritage into a contemporary visual language, allowing the brand to communicate pride, purpose, and cultural storytelling to a global audience. I led the brand concept and visual direction, creating a system that could live across digital platforms, products, and future extensions.

The concept draws inspiration from Kurdish symbolism, particularly the sun, textiles, and earthy landscapes, which were abstracted into a modern design system. A warm, natural color palette was paired with clean editorial typography to balance emotional depth with minimal clarity. A cohesive icon system was developed for each product category, reinforcing consistency while allowing the brand to scale. The final identity positions Kurdawari as a modern cultural platform, where heritage, craftsmanship, and activism are expressed through thoughtful, contemporary design.

Y KURDAWARI Y





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.

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**.

old logo

KURDAWARI

new logo

KURDAWARI

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

iconography

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

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



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.



do's and don'ts

Do:

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

Don't:

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

color palette

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

Every tone represents warmth, resilience, and connection.



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**.

Norrköping Urban Heat Touchtable

UI/UX



The Visualisation Centre in Norrköping (iVis) needed an interactive touch table exhibit to help users explore urban heat variations across the city. Their existing solution lacked clarity and engagement, especially for first-time visitors.

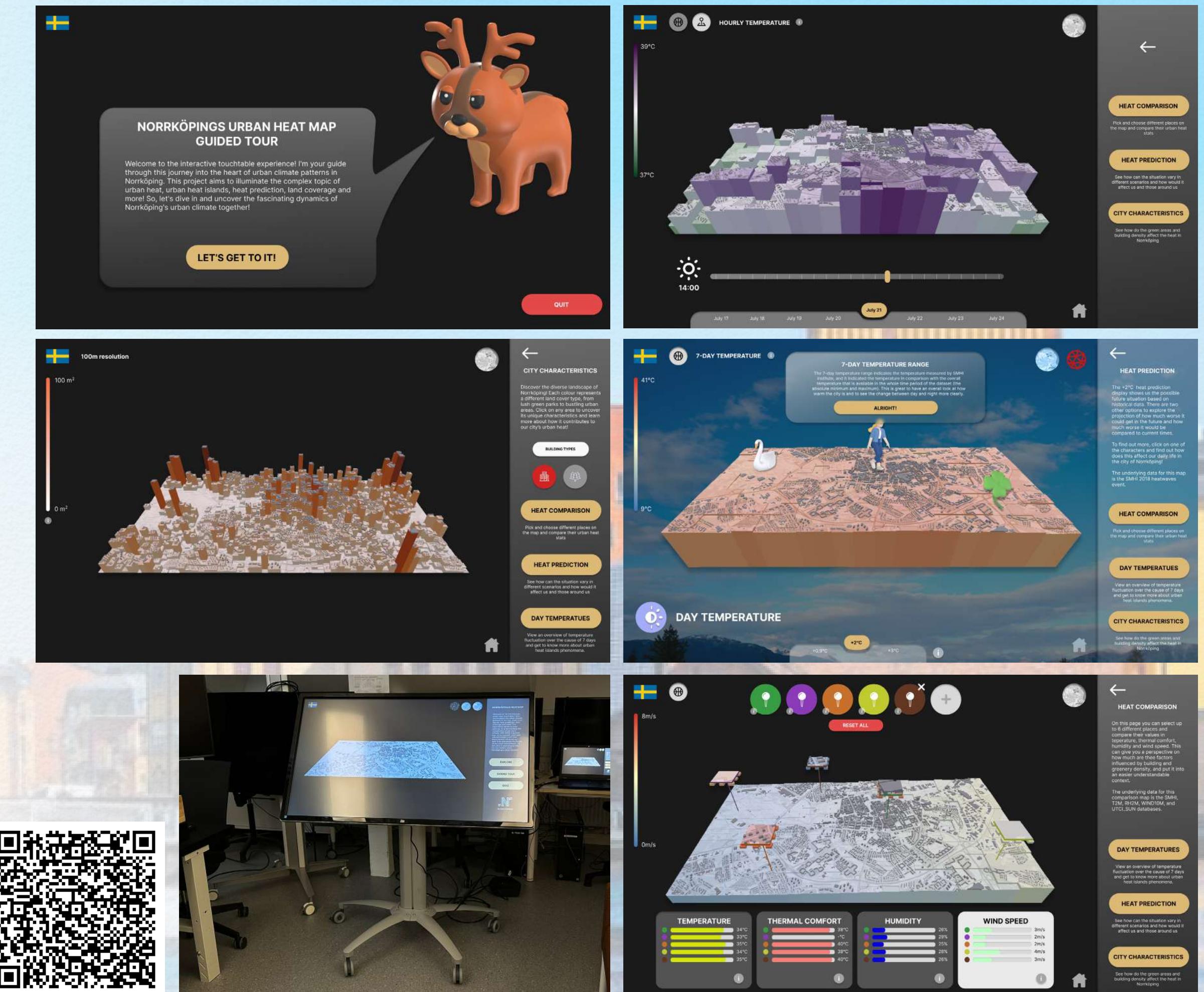
Solution:

As part of my master's thesis, I designed a fully interactive Figma prototype that makes complex climate data accessible and visually engaging. The interface uses guided storytelling to lead users through key insights, combined with a playful and educational structure that appeals to both experts and casual visitors. A clean, intuitive layout was developed with accessibility in mind, ensuring an inclusive and easy-to-use experience.

The design process involved field research in museums and visualisation centres, followed by real-life user workshops and feedback sessions. Insights from this research informed multiple design iterations and usability testing, allowing the final solution to be refined based on real user needs.

The final prototype offered a scientifically accurate, yet approachable experience—balancing data depth with playful interaction.

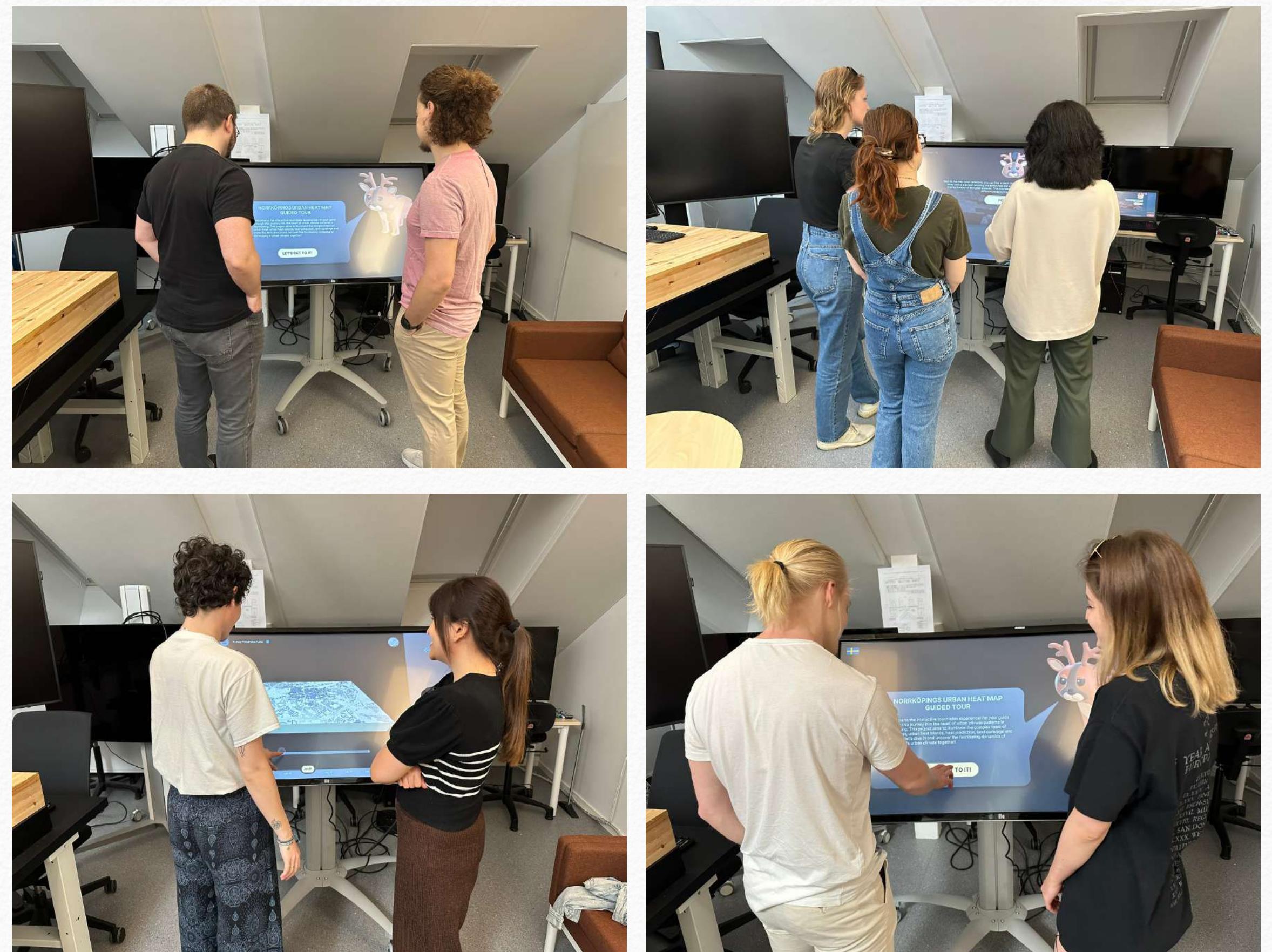
[Link to prototype](#)



User testing & research

The early-stage research board (below) captures the foundation of the design process, which was brainstorming sessions, interviews, and concept validation. These activities helped me to identify user expectations and guided the structure and tone of the interface, ensuring that urban heat data could be communicated in a way that was both educational and accessible.

In the final phase of the project (right), I conducted in-person usability testing with a diverse group of participants. The feedback gathered was instrumental in refining the overall experience. Key insights led to clearer color coding, improved text hierarchy, and the addition of more interactive elements within the guided experience. Participants found the tool intuitive, engaging, and visually well-balanced—even those without prior knowledge of the topic were able to navigate and understand the data without any major issues.



Strängnäs Commun

UI/UX



In Strängnäs Municipality, loneliness among elderly residents was becoming a growing concern, closely tied to mental health challenges. Together with a team of three, we initiated a user-centered design project to explore ways to reduce isolation and improve well-being.

Solution:

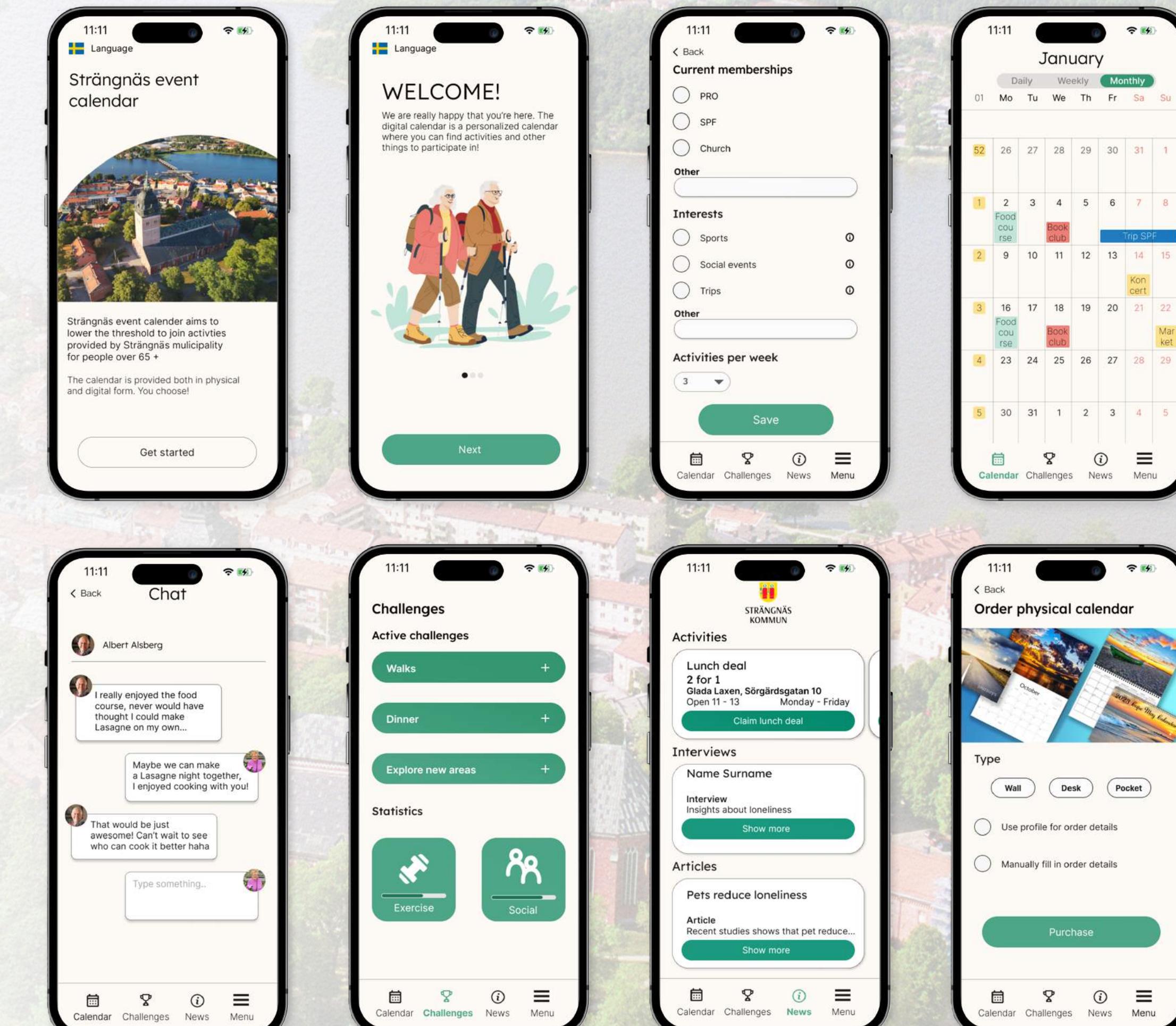
Me and my team developed a digital prototype app and a printed calendar tailored to the needs of elderly users, with a focus on simplicity, accessibility, and relevance. Through interviews and field research, we discovered that many elderly residents were eager to engage in social activities but struggled to find and access information that suited their interests.

The mobile app features large buttons, high-contrast visuals, and a clean interface. It includes local event listings, course schedules, and trip information, helping users stay connected through shared interests and hobbies.

For those less comfortable with digital tools, we designed a printed calendar version that mirrors the app's functionality in a familiar offline format.



[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.

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 strangnaskommune.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:

tjkljdf@strangnäs.se
[8250498026](tel: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 Eidsundundsviken. It is an organisation that likes to invite more pensioners to its activities and community. If you want to know more, you can visit their website or at the end of the calendar.

2 SPF Seniorenna Strängnäs

SPF Seniorenna Strängnäs is for those who are entitled to some form of pension or are married/cohabiting with someone who is, regardless of age. Everything that SPF Seniorenna Strängnäs offers 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 Strängnäs

Domkyrkan in strängnäs is an active church with many different meeting places and activities. The church is located in Bispgatan 2 with more than 11,000 members and offer activities where they celebrate mass every day 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 this calendar and if you want more information you can find it on their website or at the end of the calendar.



Alvarak

Packaging & Print

Alvarak is a Czech-based company operating across Europe, specializing in curated gift items. I designed a range of seasonal packaging collections for the brand, each tailored to specific themes with a strong focus on visual storytelling and attention to detail. The work included custom packaging for Christmas cookie boxes, muffin forms, cookie cutout cards, seasonal envelopes, and more.

In addition to packaging design, all of these collections were produced and displayed in retail environments, or featured in printed or digital catalogues. I also designed some of these catalogues themselves, ensuring visual consistency between the products and their presentation.

Muffin forms collection examples:



Christmas cookie boxes collection examples:



Summer envelopes collection examples:



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