Portfolio

2025

Jasmína Plšková

Quick Summary + Index

About Me

Jasmína Plšková, MSc.
Graphic & UI/UX Designer
jas.plskova@gmail.com
+420 603 843 971

* Multi-disciplinary designer with **3+ years** of experience in UI/UX, branding, 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. Currently based in Prague (CZ), **open to new opportunities in Denmark**.
* **Tools:** Figma, Adobe CC, Illustrator, InDesign, Photoshop
* **Languages:** English (bilingual), Czech (native), Polish (advanced), Danish (beginner), Swedish (beginner)

Marketing & Branding

GoodData
PanterShop & BM7
Calhoun Coffee

UI/UX design

Norrköping Touchtable
Strängnäs Commun
PlatzPrague

Packaging & Print

Alvarak Group

GoodData

Marketing design

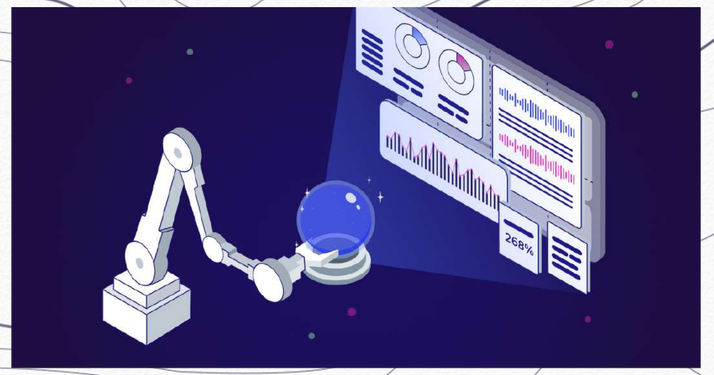
As a Graphic Designer at GoodData, I create visual content that supports the company's brand across mainly digital, but also printed platforms. My responsibilities include:

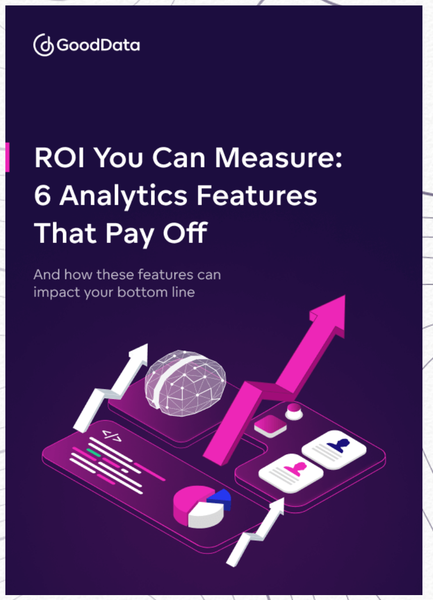
* Designing thumbnails, banners, and promotional visuals for social media, email, and the website
* Creating print-ready designs for internal merchandise and event materials and booths
* Contributing to and managing the internal design asset library
* Collaborating closely with the in-house design and product team to ensure consistency across all touchpoints

This role is allowing me to continuously deepen my understanding of corporate branding systems and sharpens my ability to balance creativity with brand guidelines in fast-paced production environments.

You can view examples of my work here:

🔗 Resources page
🔗 LinkedIn





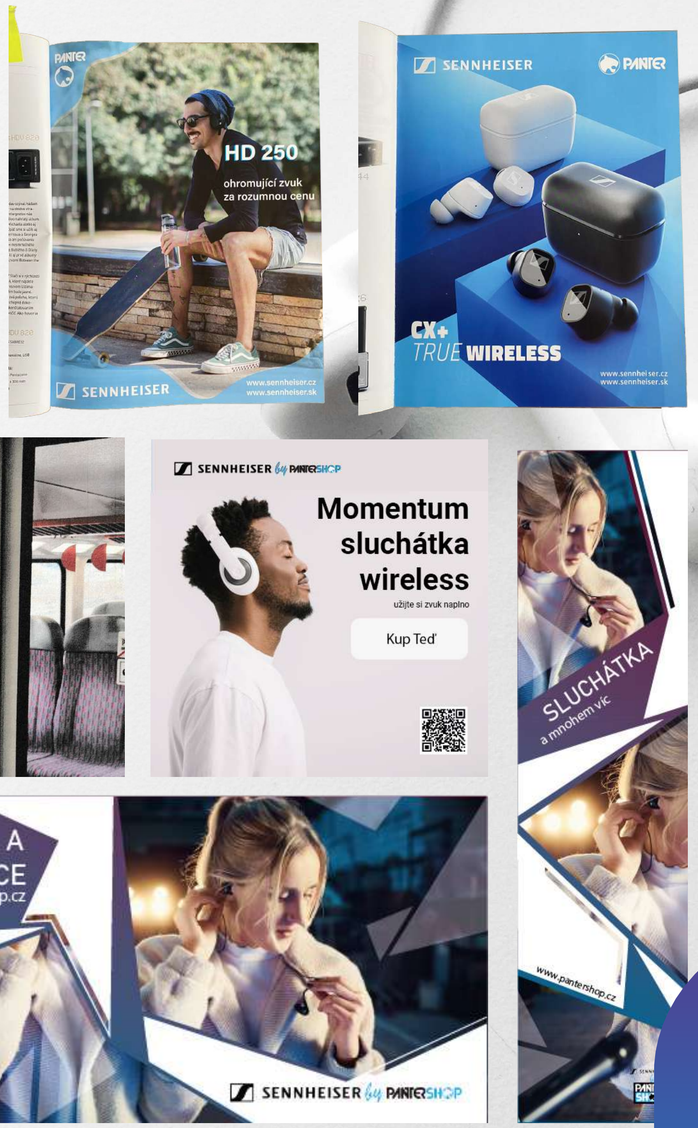
PanterShop & BM7

Marketing & Print design

As a designer for PanterShop—a leading retailer of audio electronics—I created a range of marketing materials for both print and digital platforms. My responsibilities included:

* Designing print ads for public spaces and magazines
* Developing a modular banner system and visual guideline for future campaigns
* Refreshing the brand's advertising tone with modern, high-contrast visuals
* Supporting visibility efforts across digital channels and physical locations

The focus was on boosting engagement through clear, product-forward visuals while building a more unified brand identity.



PanterShop & **BM7**

Logo & Brand Support Design

In parallel with PanterShop, I worked with BM7—the company that owns the retail building—as a brand designer. I created:

* A custom logo (with 3 variations) and visual identity for BM7
* A digital asset in the form of a building map and info board (which I am continuously updating on demand)
* Other assets such as rental advertisements, business cards, etc.

This project allowed me to develop consistent visual style across a shared business ecosystem and ensure style alignment from property to retail tenant, even if the briefs were different.

About the logo:
The logo for BM7 was inspired by the shape of their flagship building—a perfect cube. I expanded on this architectural form by referencing a dice, symbolizing both structure and versatility, and it also game me the space to express the number 7 they have in their company name.

The final design includes a primary version with the full name „BM7", as well as a compact mark for small-scale use, ensuring adaptability.

Three logo variations:

The digital map/info board:

One of the online advertisement banners:

Calhoun Coffee

Re-Design - personal project

Calhoun Coffee, a family-owned café based in Georgia, USA. They needed a refreshed identity to replace its outdated visuals. The goal was to create a look that reflects its local roots and appeals to a broader, modern customer base.

Concept:
Inspired by the state animal of Georgia—the white-tailed deer—the new logo features stylized antlers that symbolize both nature and warmth. The color palette blends coffee browns with deep greys to evoke comfort, trust, and a relaxed café atmosphere. Two logo versions were developed:

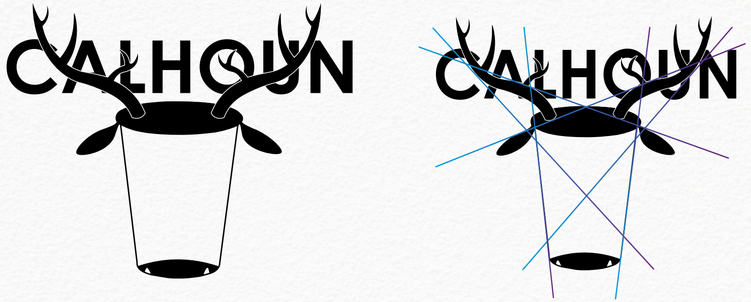
* A primary logo with a coffee cup and deer elements for full brand applications
* A simplified mark for merchandise, signage, and small-format use

The redesign extended across the **full franchise identity** to create a cohesive, authentic 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:

CALHOUN

CALHOUN
Ask our baristas
for a custom coffee art!
Share your custom coffee with #coffart
and get featured on our instagram!

CALHOUN
Limited offer!
Buy 1 coffee and get one
for FREE!
Only at Calhoun Coffee Shop.

CALHOUN
IT'S
ALWAYS
TIME FOR
CALHOUN
EST
1993
WELCOME!
OPENING HOURS:
OPEN 8:00 am
CLOSE 6:00 pm

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 combines:

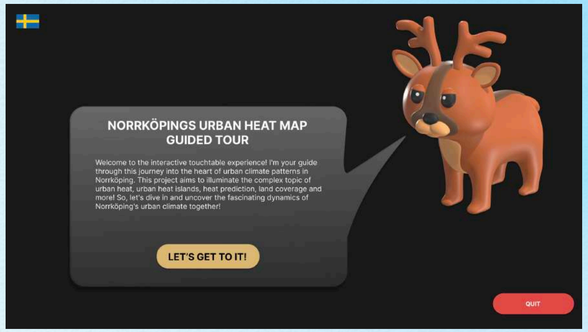
* Guided storytelling to walk users through key insights
* A playful and educational structure to attract both experts and casual visitors
* A clean, intuitive layout with accessibility in mind

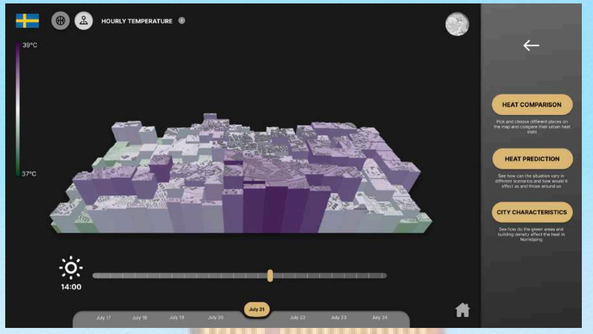
The design process involved:

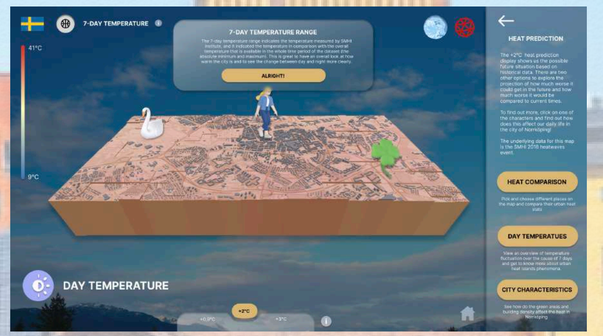
* Field research in museums and visualisation centres
* Real-life user workshops and feedback sessions
* Multiple design iterations and usability testing

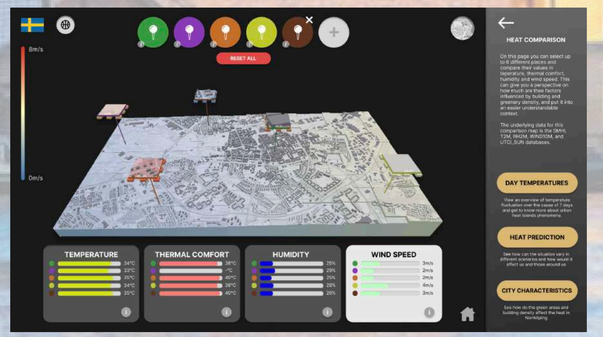
The final prototype offered a scientifically accurate, yet approachable experience—balancing data depth with playful interaction.

🔗 Link to prototype





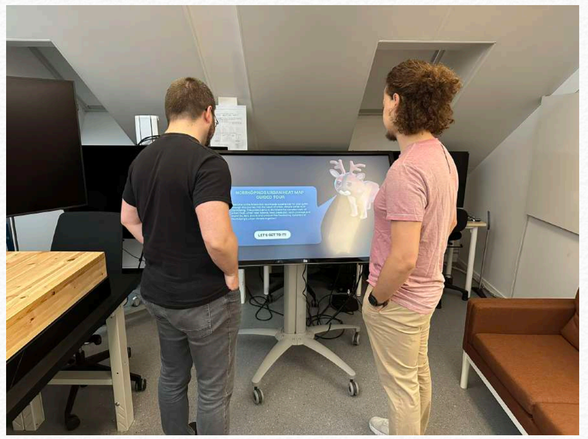


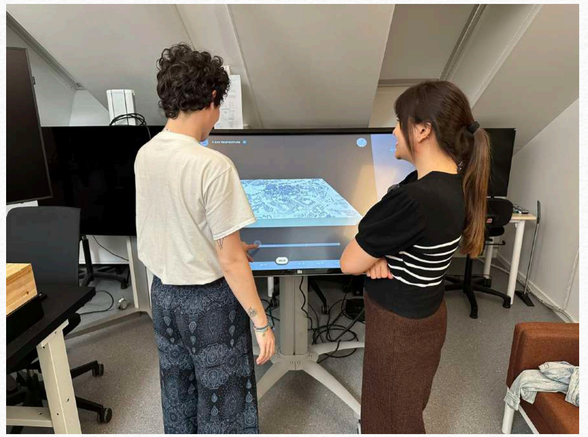


User testing & research

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

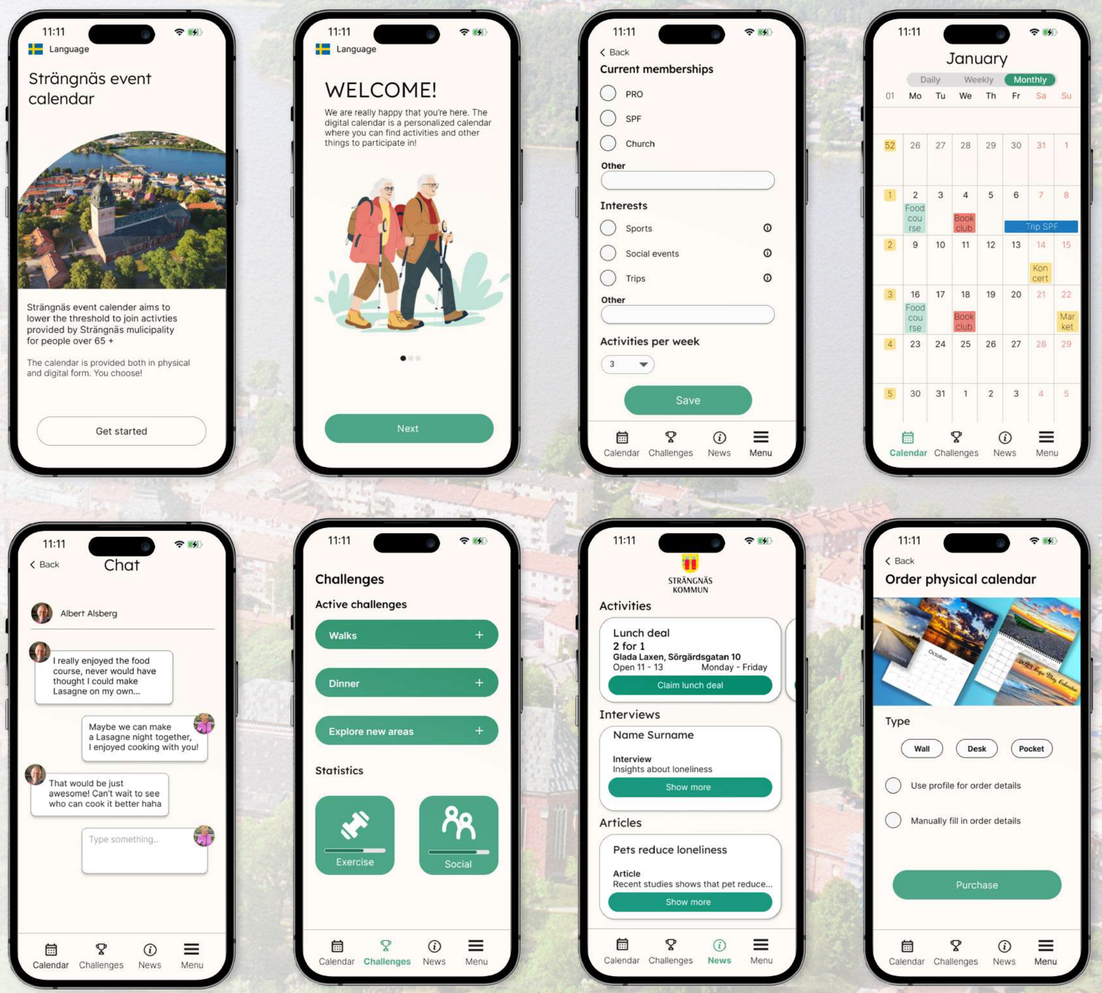
UI/UX

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.

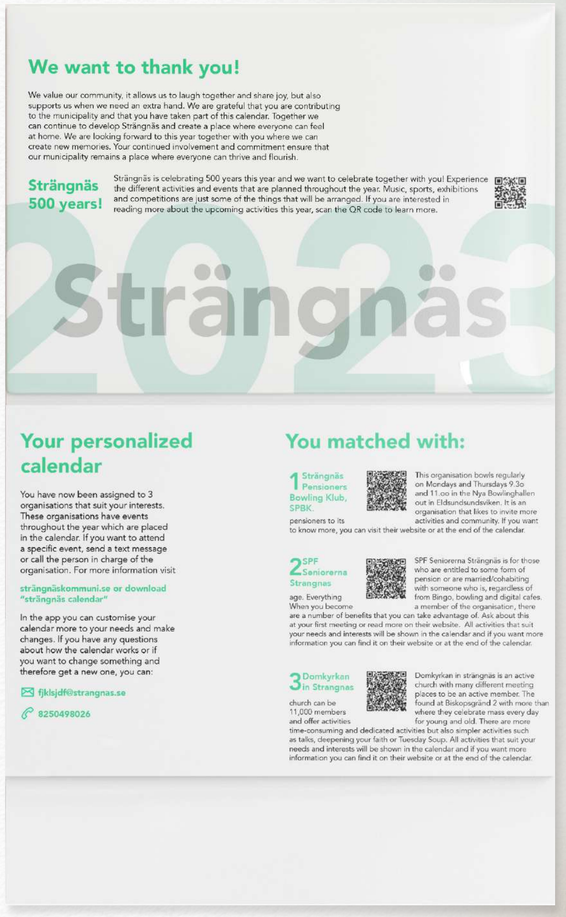
The mobile app features large buttons, high-contrast visuals, and a clean interface. It includes local event listings, course schedules, and trip information, helping users stay connected through shared interests and hobbies.

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.

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 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 Seniorerna Strangnas

SPF Seniorerna Strängnäs is for those age. Everything who are entitled to some form of pension or are married/cohabiting with someone who is, regardless of When you become from Bingo, bowling and digital cafes. 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 church can be places to be an active member. The 11,000 members found at Biskopsgränd 2 with more than and offer activities where they celebrate mass every day time-consuming and dedicated activities but also simpler activities such for young and old. There are more 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.

PlatzPrague

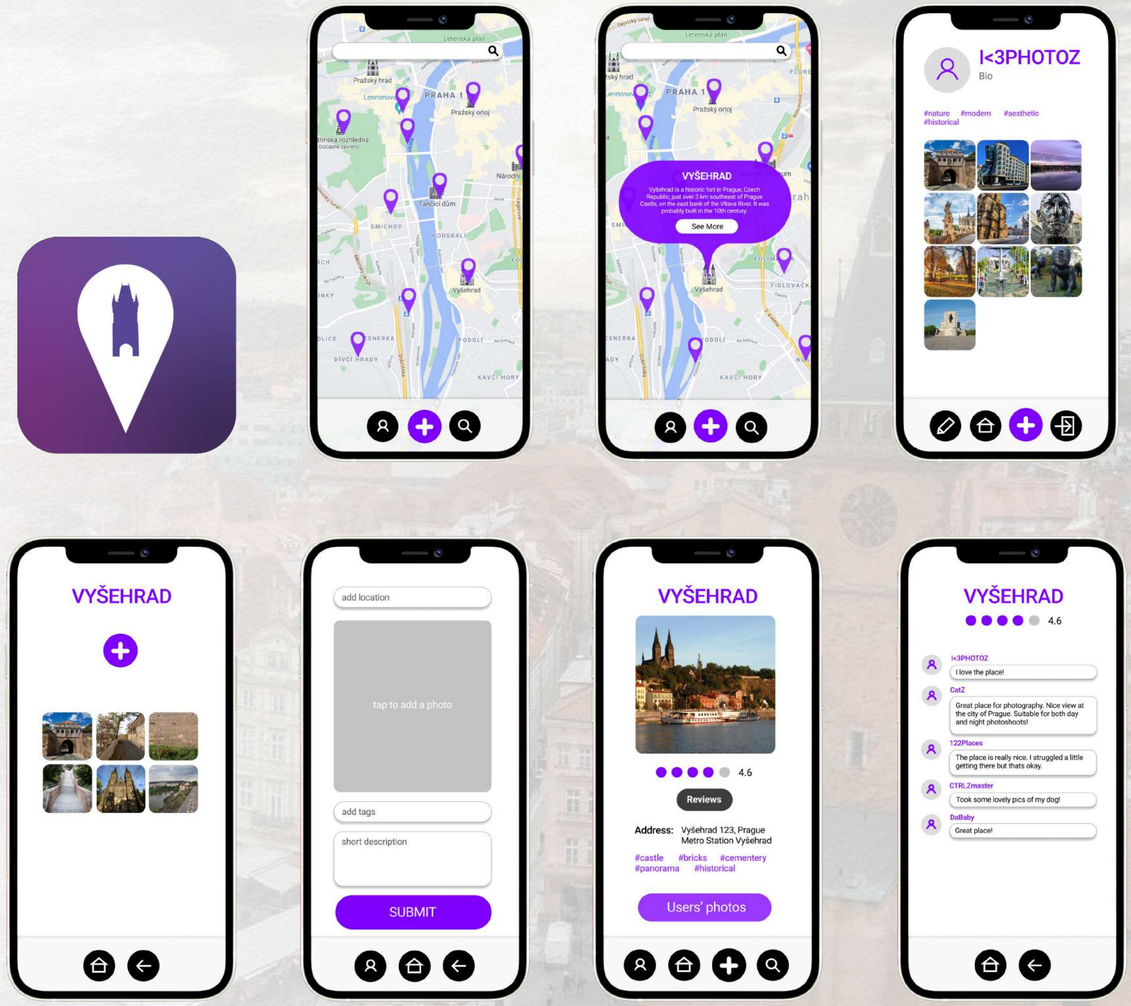
UI/UX – personal project

PlatzPrague is a concept app that helps both tourists and locals discover the most photogenic locations in Prague. The goal was to design a platform that's simple, collaborative, and accessible to users of all levels. The app was designed with users in mind, and its main features include:

* Anyone can upload new photo spots and images, keeping the app dynamic and locally relevant
* Designed with intuitive navigation, large touch targets, and clear visual hierarchy
* The app is designed to work well for both locals and first-time visitors, with minimal onboarding friction

The project focused on balancing community interaction with visual inspiration, resulting in a layout that supports discovery while remaining uncluttered.

🔗 Link to prototype



Alvarak

Packaging & Print

Alvarak is a Czech company (but working across Europe) specializing in curated gift items. I design a range of packaging collections for them, which are tailored for seasonal themes, with a focus on visual storytelling and attention to detail.

The collections included custom packaging for Christmas cookie boxes, muffin forms, cookie cutout cards, and seasonal envelopes. My designs aim to be both distinctive and emotionally resonant, while maintaining visual cohesion across the full product range.

Muffin forms collection examples:

Summer envelopes collection examples:

Christmas cookie boxes collection examples:

2025

Jasmína Plšková
jas.plskova@gmail.com
+420 603 843 971

www.jasminaplskova.xyz