

Jasmina Plskova, MSc.

Digital Designer

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jasminaplskova.xyz [Portfolio](#)

Experience

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.

Experience

MSc in Design 2022 - 2024
Linköpings Universitet · Linköping, SE

BA in Graphic Design 2019 - 2022
Prague City University · Prague, CZ

 Full Summer School Scholarship Summer 2024
TMU Creative School · Toronto, CA

Summary

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.

Skills

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)
- German - A2
- Danish - A1 (Learning)
- Dutch - A1 (Learning)