

Jasmina Plskova

MSc. - Digital Designer

Branding · Campaigns · UI

Selected Works 2026

GoodData - Campaign & Rebrand

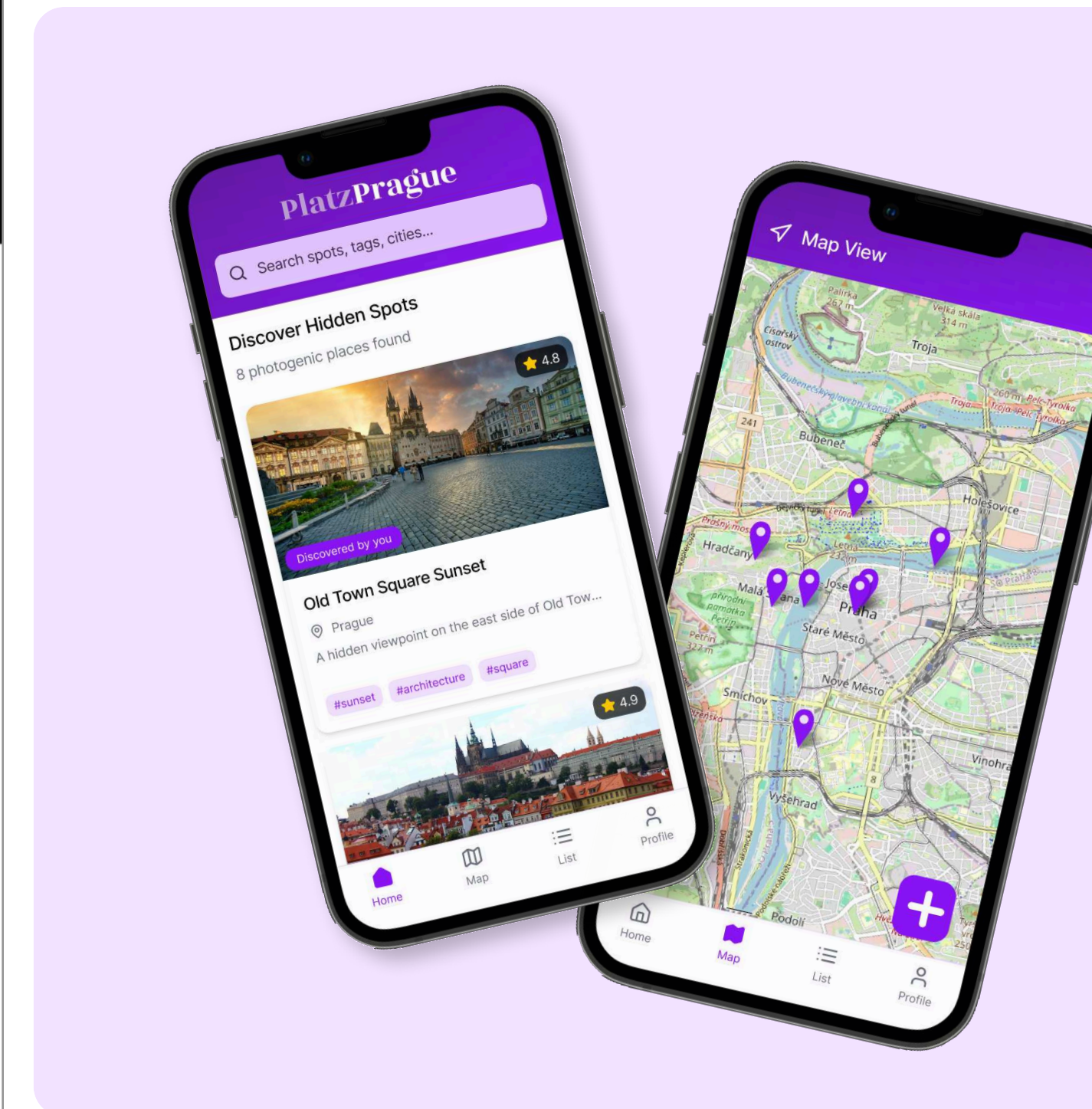
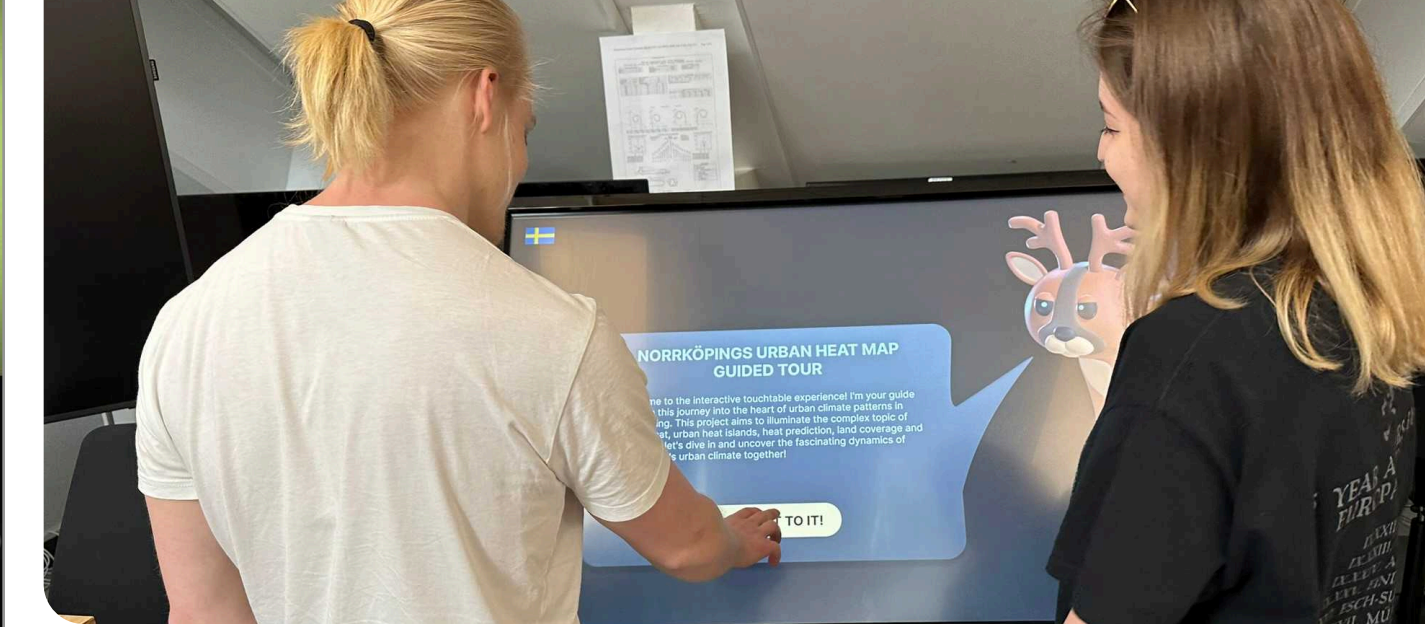
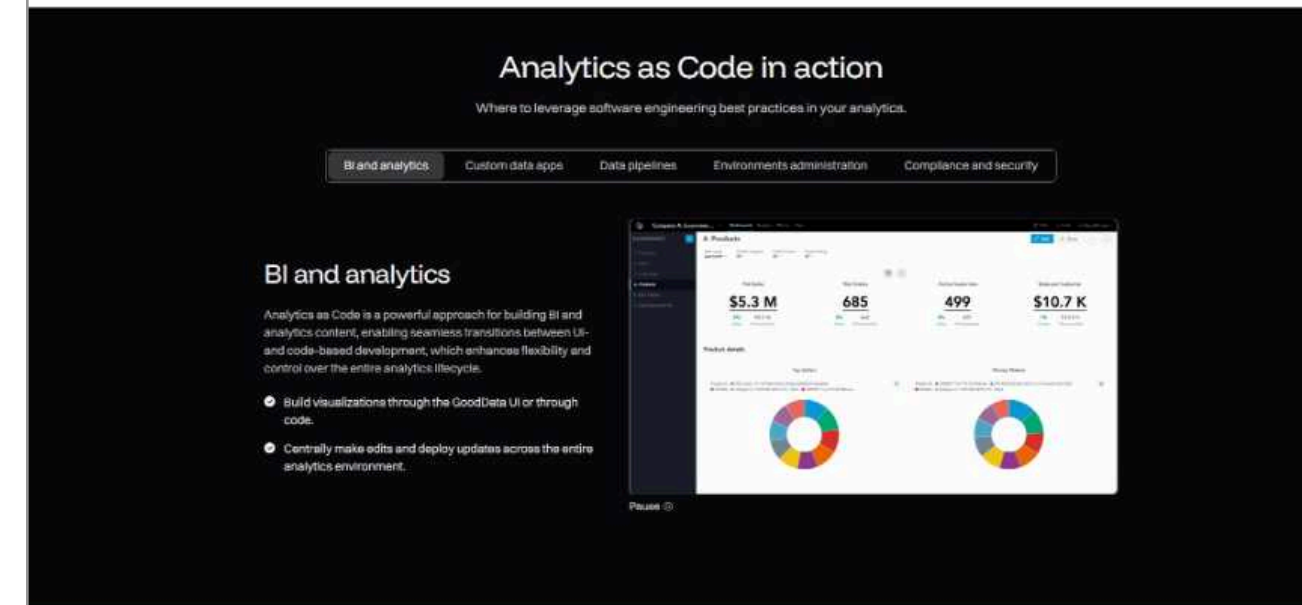
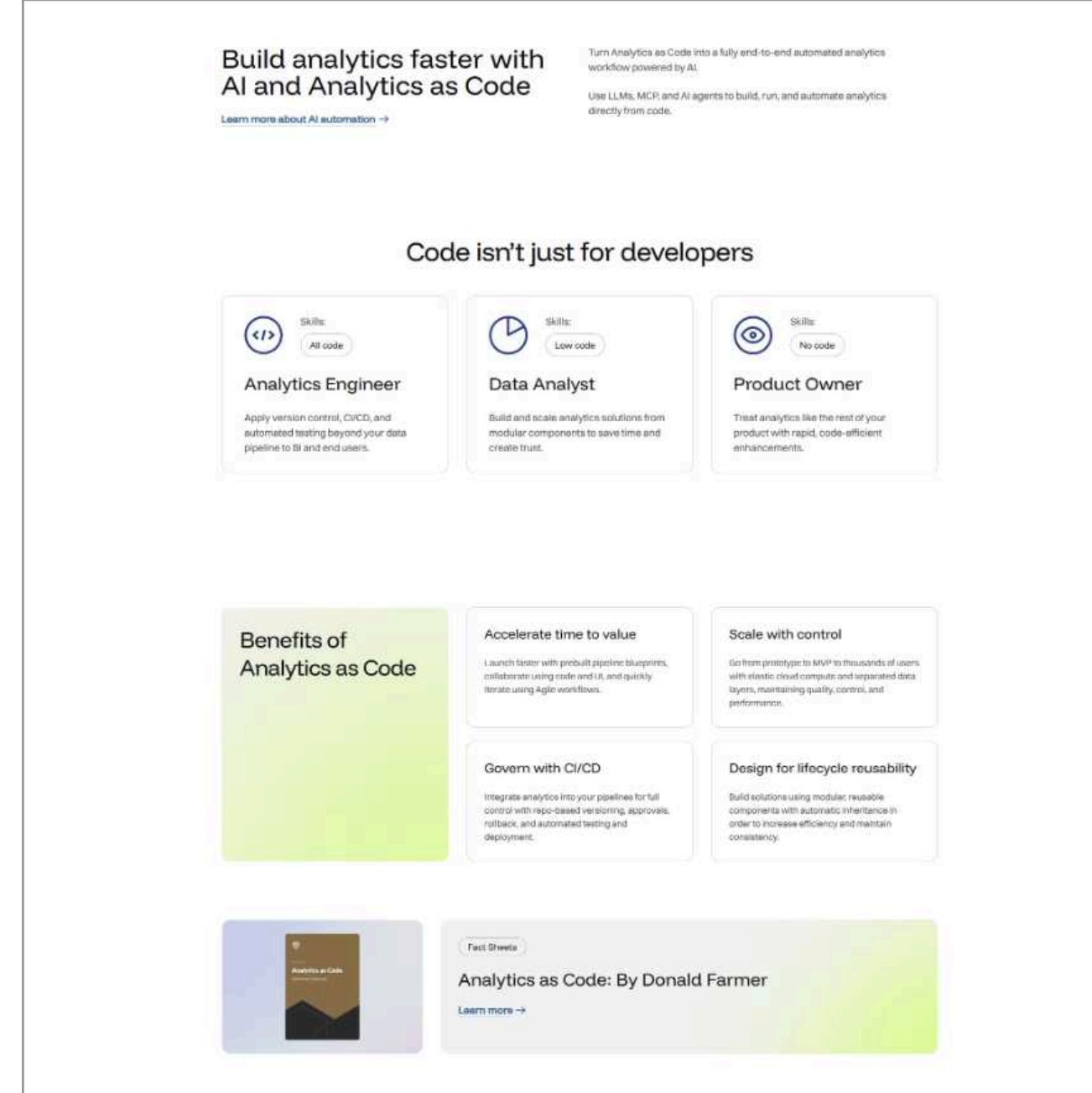
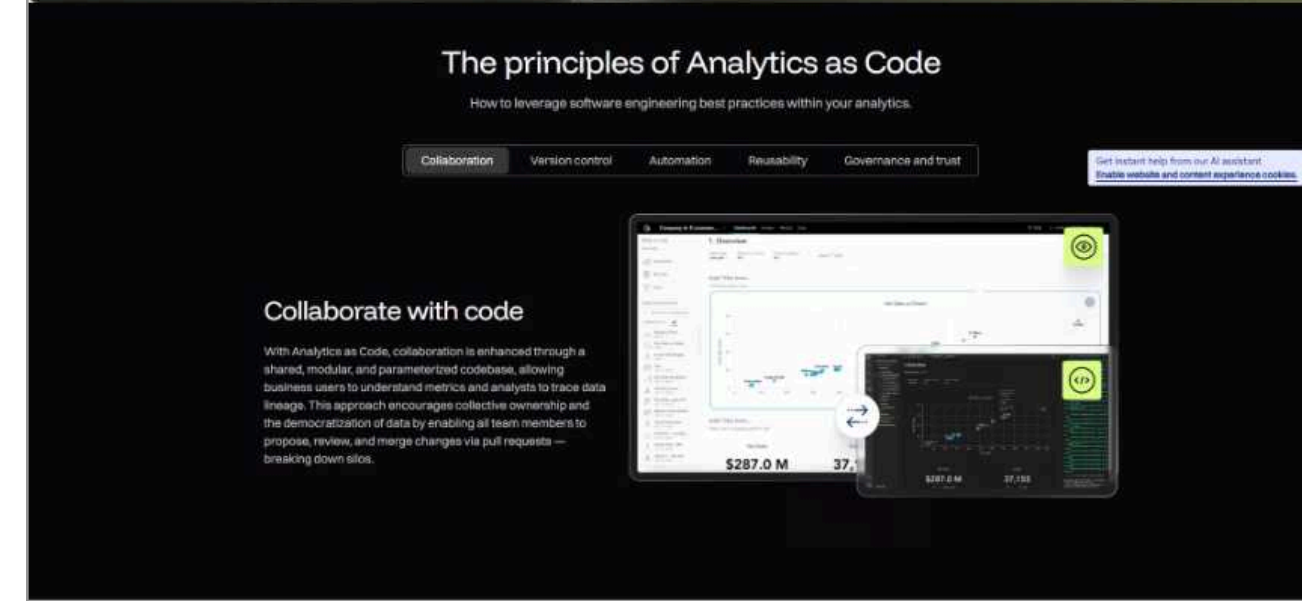
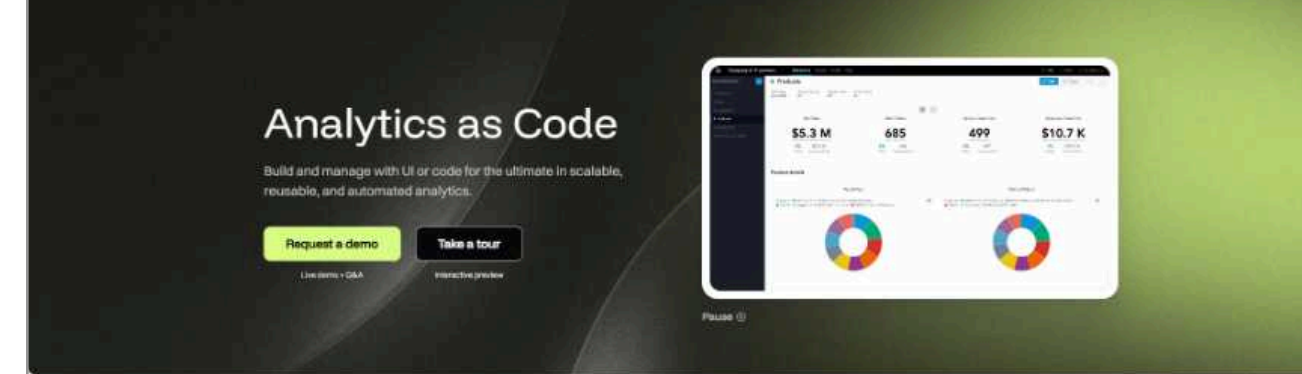
Norrköping Touchtable - UI/UX

PlatzPrague - 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 BLOG

How Context Management Builds Trust in AI Decisions

Read more

GoodData

Best Data Analytics Tools & Platforms for SaaS Companies: 2026 Comparison Guide

GoodData

AI answers not matching your dashboards?

Make Your Analytics AI-Ready

GoodData

Big headline and something interesting

Leader Top Rated

CTA Button



GoodData

Automate analytics development and analysis.

Up to 100x faster.

gooddata.com

Stop doing analytics work manually.

You're wasting time and money.

gooddata.com

- Build analytics with AI.
- Enable AI data analysis.
- Give analytics capabilities to any agent.

That's the power of

- LLM coding
- Analytics-as-Code
- MCP

gooddata.com

- 10-50x faster time-to-value
- 95% less manual execution
- 80-95% lower execution cost

gooddata.com

Plug into any AI workflow.

- IDEs
- Chat tools
- Custom agents

gooddata.com

Let AI build your BI.

Let's talk AI

gooddata.com

GoodData.AI

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 analytics 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

Learn more about AI automation →

Code isn't just for developers

<p>Analytics Engineer</p> <p>Apply version control, CI/CD, and automated testing beyond your data pipeline to BI and end users.</p>	<p>Data Analyst</p> <p>Build and scale analytics solutions from modular components to save time and create trust.</p>	<p>Product Owner</p> <p>Treat analytics like the rest of your product with rapid, code-efficient enhancements.</p>
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Benefits of Analytics as Code

<p>Accelerate time to value</p> <p>Launch faster with prebuilt pipeline blueprints, collaborate using code and CI, and quickly iterate using agile workflows.</p>	<p>Scale with control</p> <p>Go from prototype to MVP to thousands of users, with elastic cloud compute and integrated data layers, ensuring quality, control, and performance.</p>
<p>Govern with CI/CD</p> <p>Integrate analytics into your pipeline for full control with repo-based versioning, approvals, rollback, and automated testing and deployment.</p>	<p>Design for lifecycle reusability</p> <p>Build solutions using modular, reusable components with automatic inheritance in order to increase efficiency and maintain consistency.</p>

Analytics as Code: By Donald Farmer

Learn more →

Analytics as Code in action

Where to leverage software engineering best practices in your analytics.

BI and analytics | Custom data apps | Data capture | Environments administration | Compliance and security

GoodData.AI

Resources

Search by topic, company, name

Case Studies | Analyst Reports | White Papers | Fact Sheets | Product Tours | Webinars | Videos | Events

Blog

All blog articles

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

White Papers | Webinars | Product Tours

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 | Domo Alternatives: Why Growing Companies Switch to GoodData | Want to see what GoodData can do for you? | Request a demo

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... | Why FuelFinance Chose GoodData for AI-Ready Analytics | GoodData Security Whitepaper: Security Measures of GoodData Cloud

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Receive regular insights from GoodData delivered directly to your inbox.

Subscribe for updates

GoodData.AI

The intelligent embedded analytics platform

Integrate self-service AI-fueled analytics in any application or product while delivering the best user experience.

Request a demo | Try it now

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.
- Integrate with branding and look-and-feel for a seamless user experience in every landing.

Parent Product

Embed and scale with multitenancy

- Build analytics once and share across your entire customer base.
- Manage your customers' analytics in one place and scale in line with increased volume, users, or assets.
- Apply changes in the admin environment and automatically roll them out to every user.

How To Embed With GoodData | 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.

Request a demo

Live demo + Q&A

Try it now

Start your 30-day trial

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.
- Integrate with branding and look-and-feel for a seamless user experience in every landing.

Get instant help from our AI assistant

Enable website and content experience cookies.

Norrköping Urban Heat Touchtable

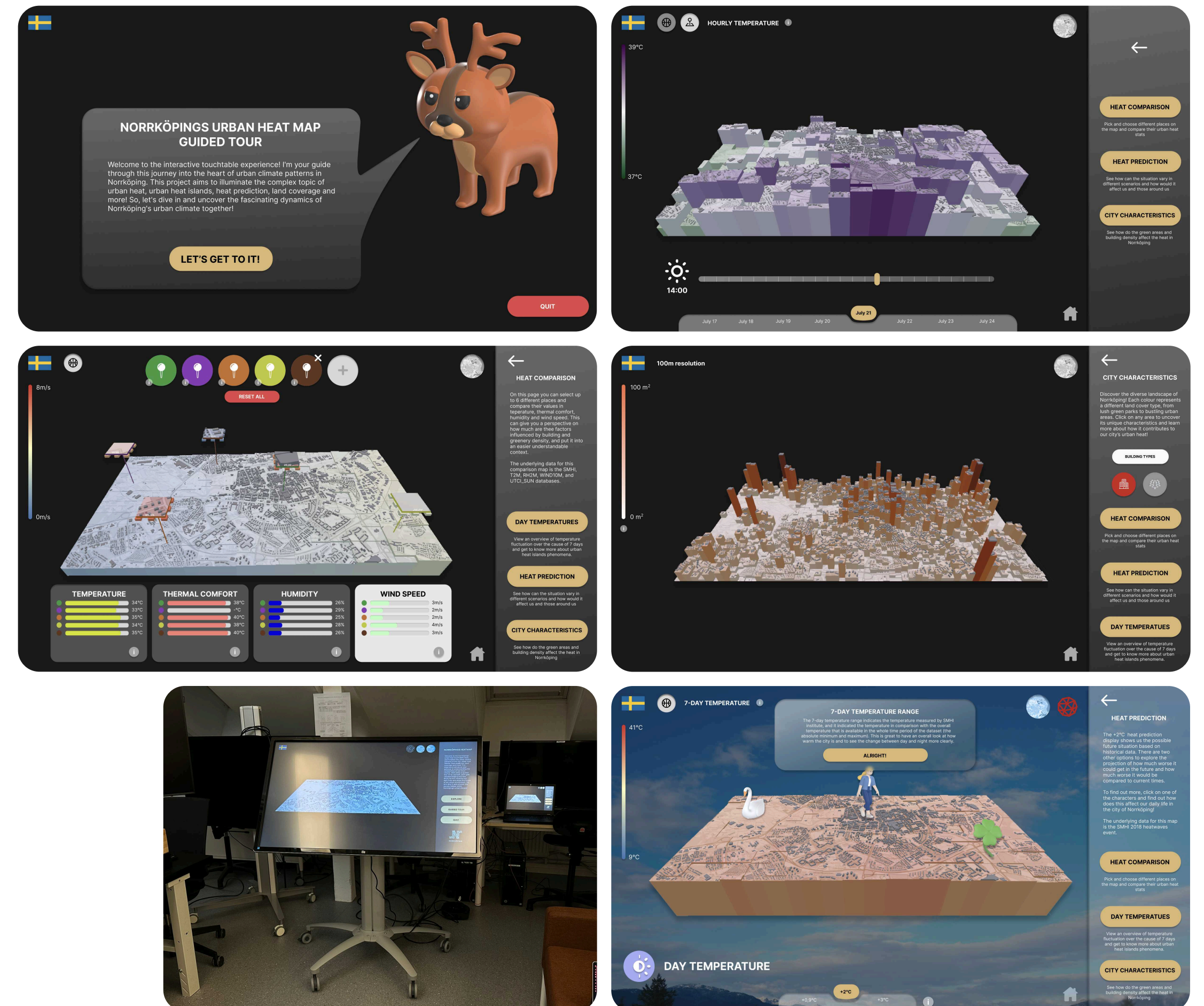
UI/UX

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](#)

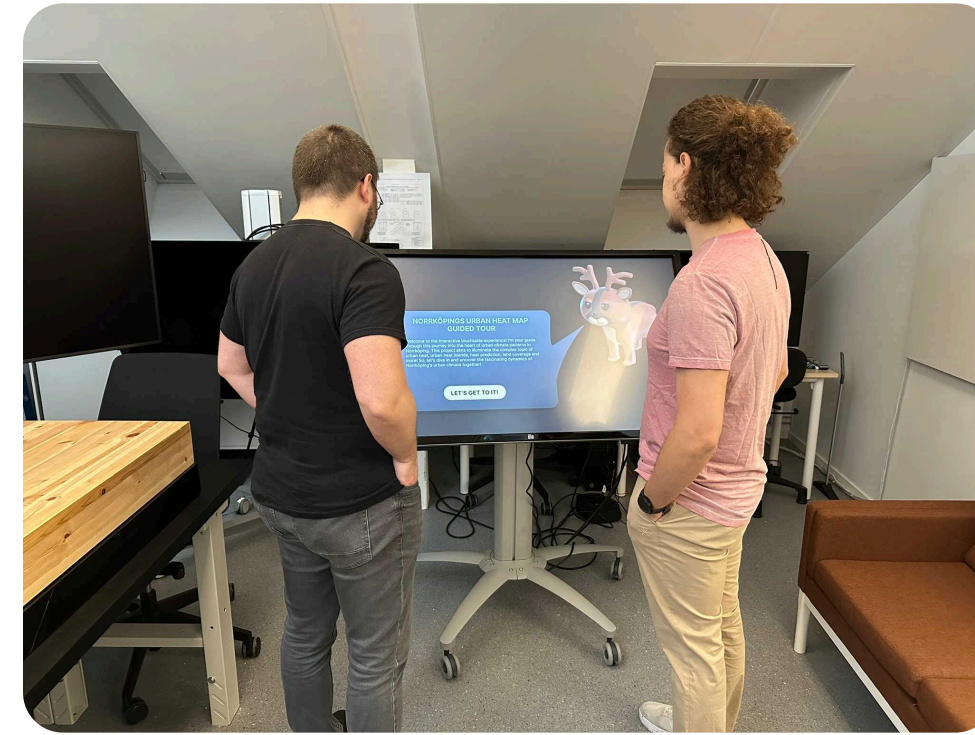


User Testing & Research

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.



PlatzPrague

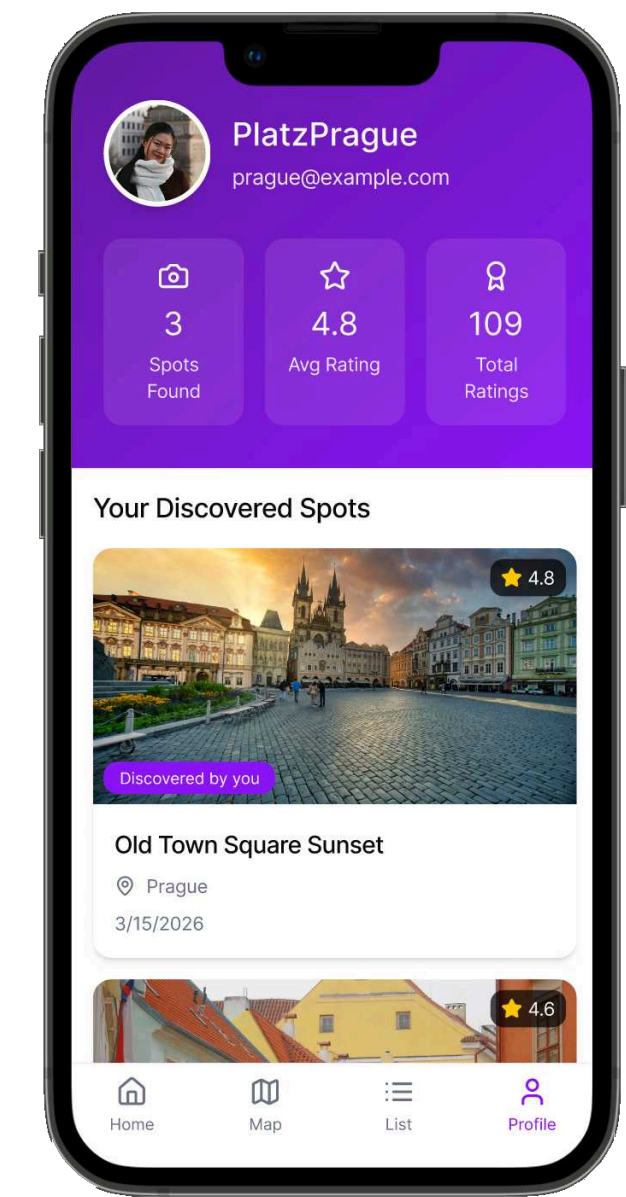
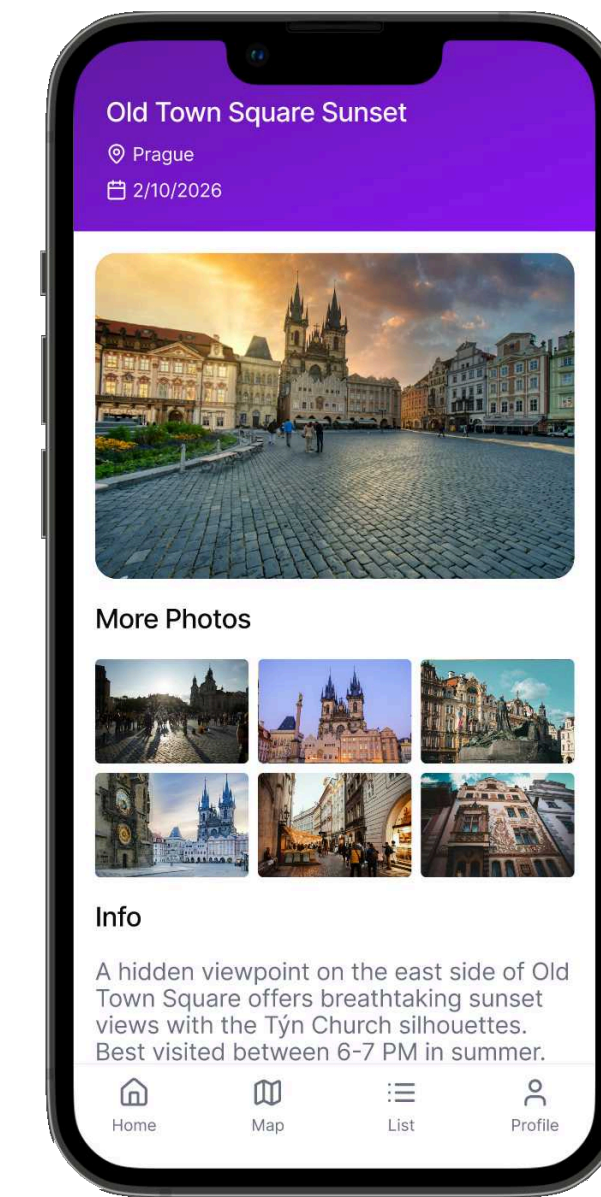
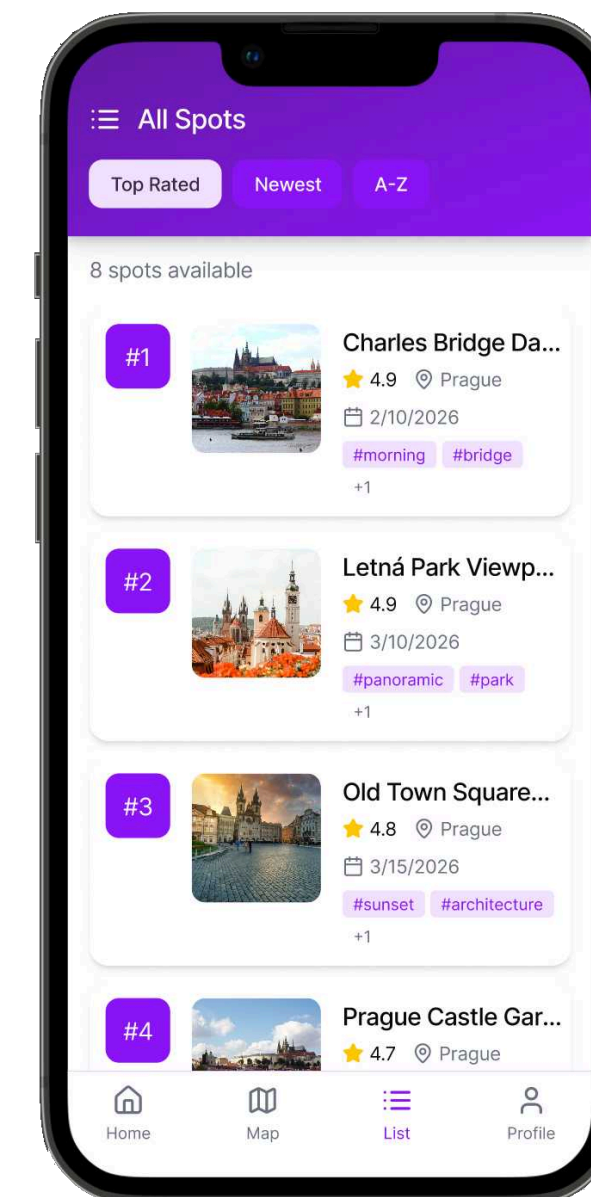
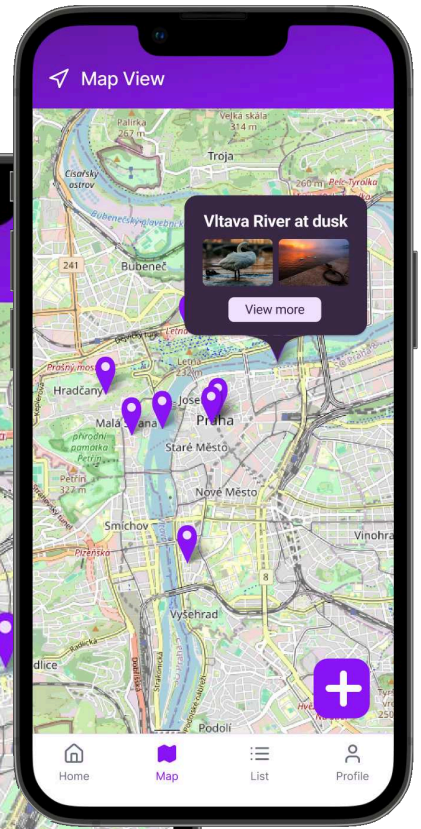
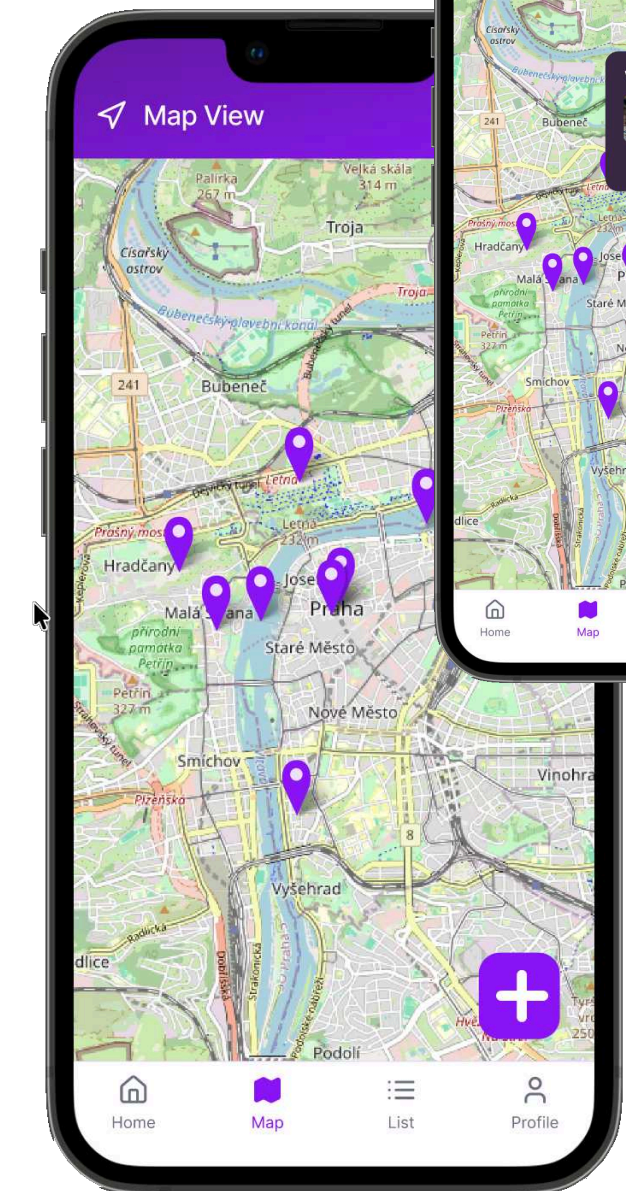
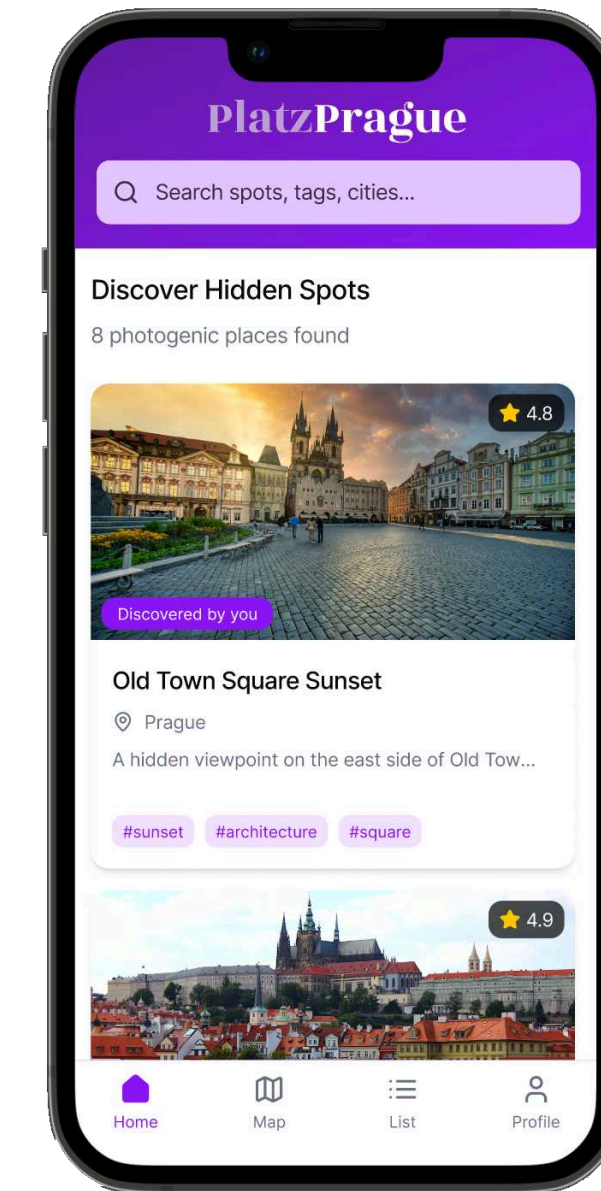
Mobile UI/UX

Prague has no dedicated platform for discovering photo-worthy locations - spots used by photographers, creatives, and tourists that exist largely through word of mouth or scattered social media posts. PlatzPrague started as a 2021 student project to solve that gap, and was fully redesigned in 2026 to reflect how much my design thinking has evolved.

The app connects tourists and locals through user-generated content - anyone can contribute new locations, photos, and context, keeping the platform dynamic and community-driven. The redesign focused on simplifying the navigation, building a cleaner visual hierarchy, and making the contribution flow more intuitive for first-time users.

Try the prototype below and see both versions side by side - the before/after tells the story better than anything else.

[Link To Prototype](#)



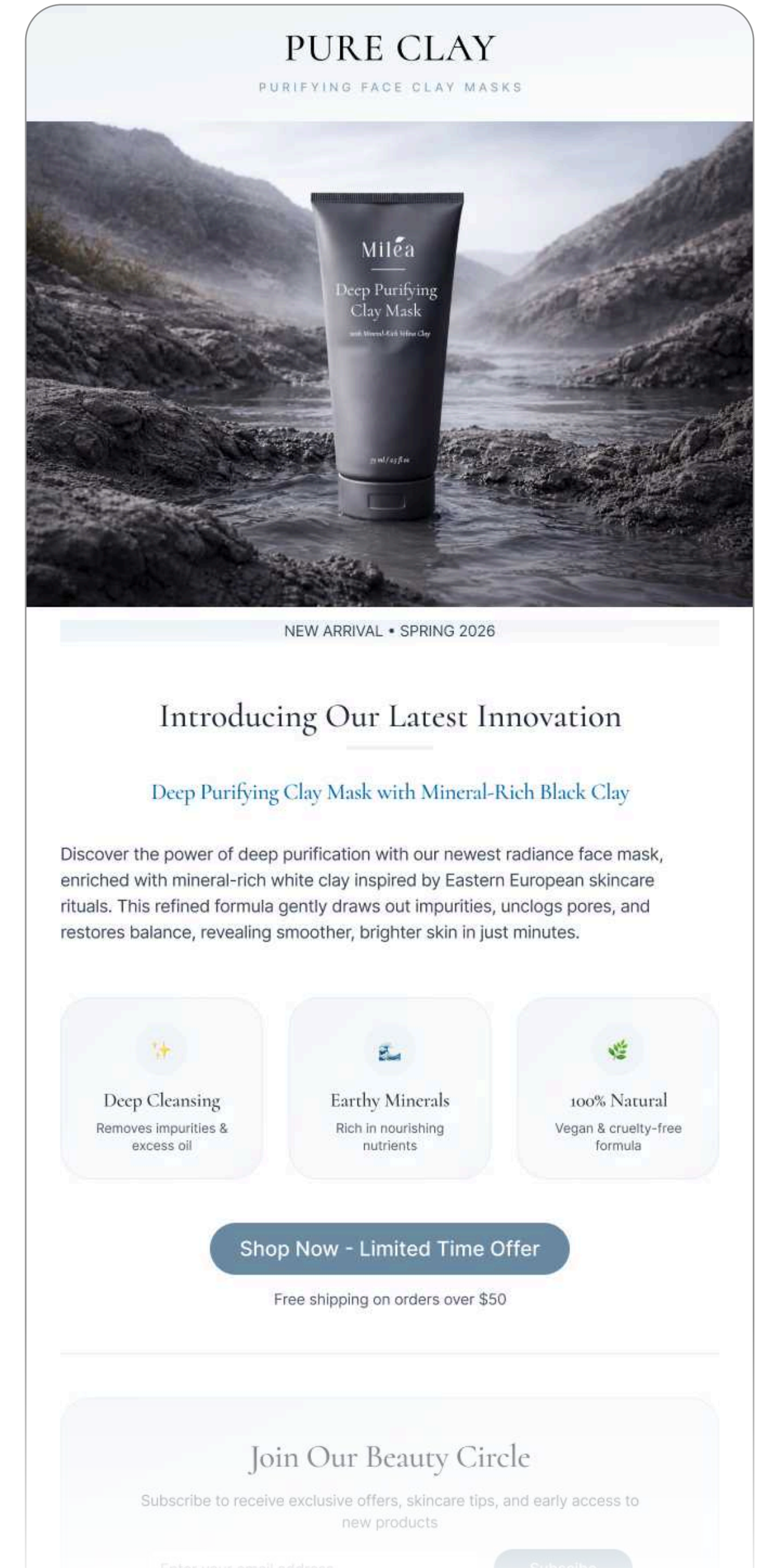
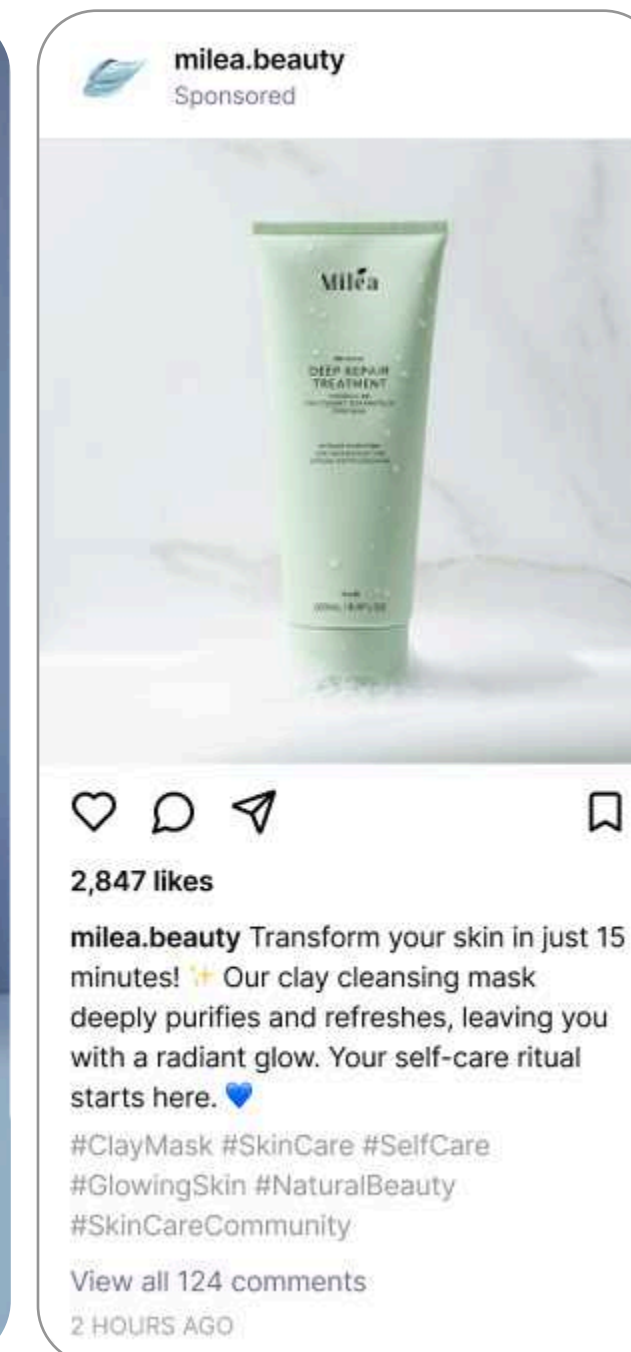
Miléa

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.





Velina Clay Essence

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

Discover Velina Clay →

THE MILĒA POWER

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.

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 ROSE, BULGARIA

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

Chamomile Extract

ORGANIC EUROPEAN FIELDS

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

Birch Sap

FOREST FORESTS

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 traditions."

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 & TONE

Smooth as Porcelain

Our white clay mask glides onto skin with a velvety, whipped texture. Light as silk, it works in harmony with your skin's natural moisture barrier.

As it sets, you'll feel a soft, cooling sensation that Velina Clay is doing its job. Just pure, mineral-rich clay.



OUR COLLECTION

Three Essential Rituals

Each mask is a portal to centuries-old European spa traditions.

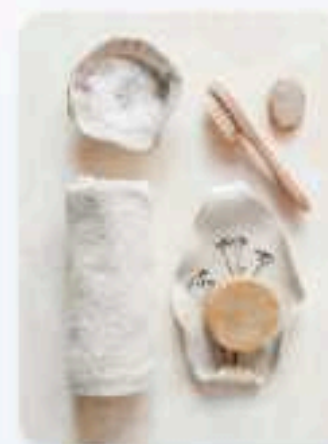


Essence Blanche

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

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**



“We create a **universe for all Kurds**,
with items that represent culture,
identity and history.”

Mazen Ali, Founder



About Us



Kindred Pieces

Discover pieces crafted by Kurdish hands — art, textiles, and keepsakes you can buy to help sustain our stories, and support our mission.



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

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.

new logo

KURDAWARI

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



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

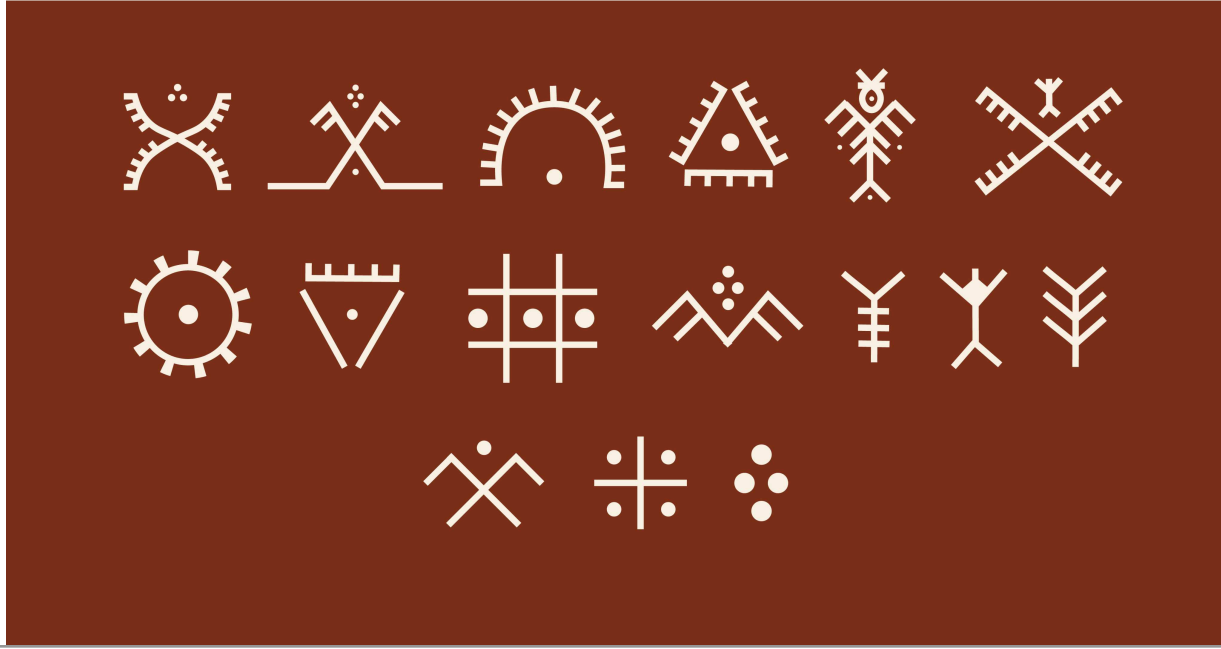
Baskerville Bold

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 represents 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 emphasize 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

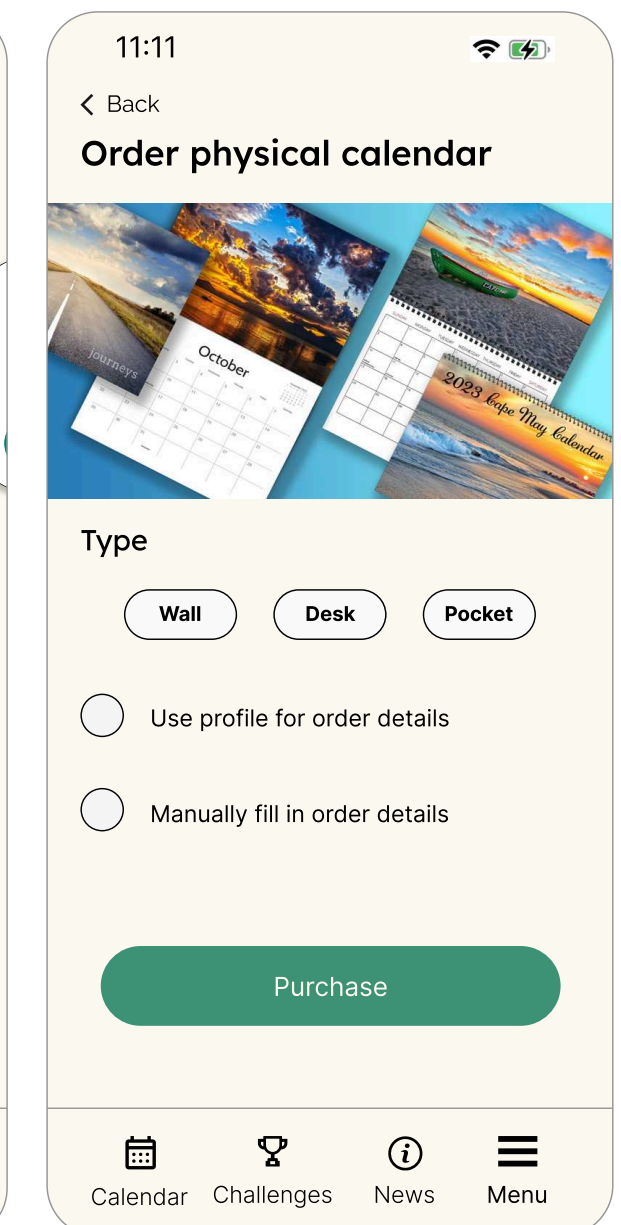
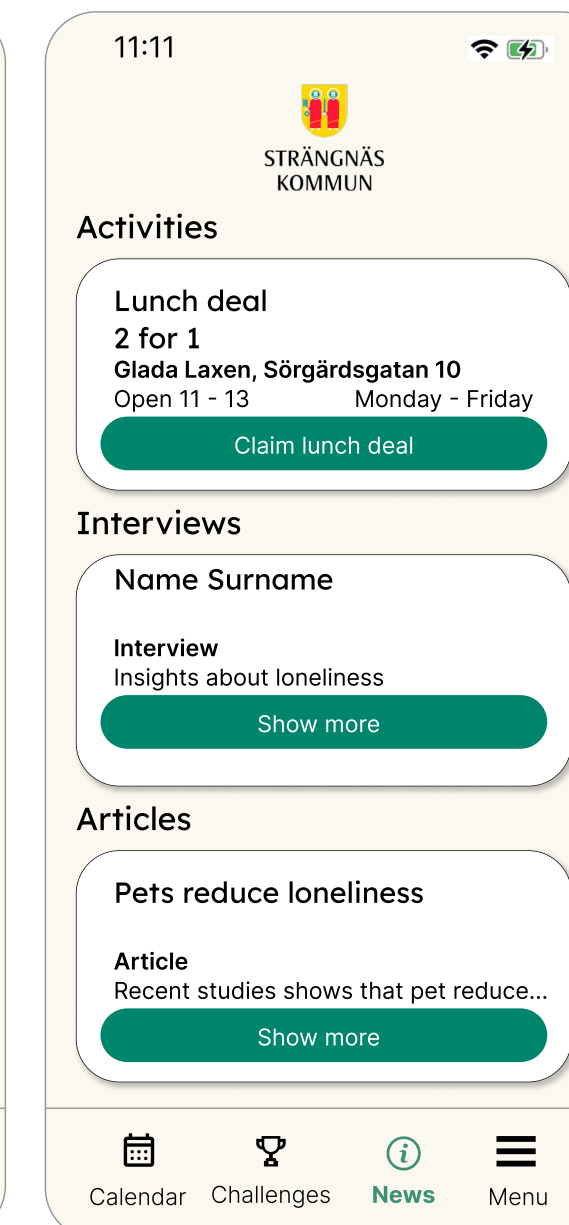
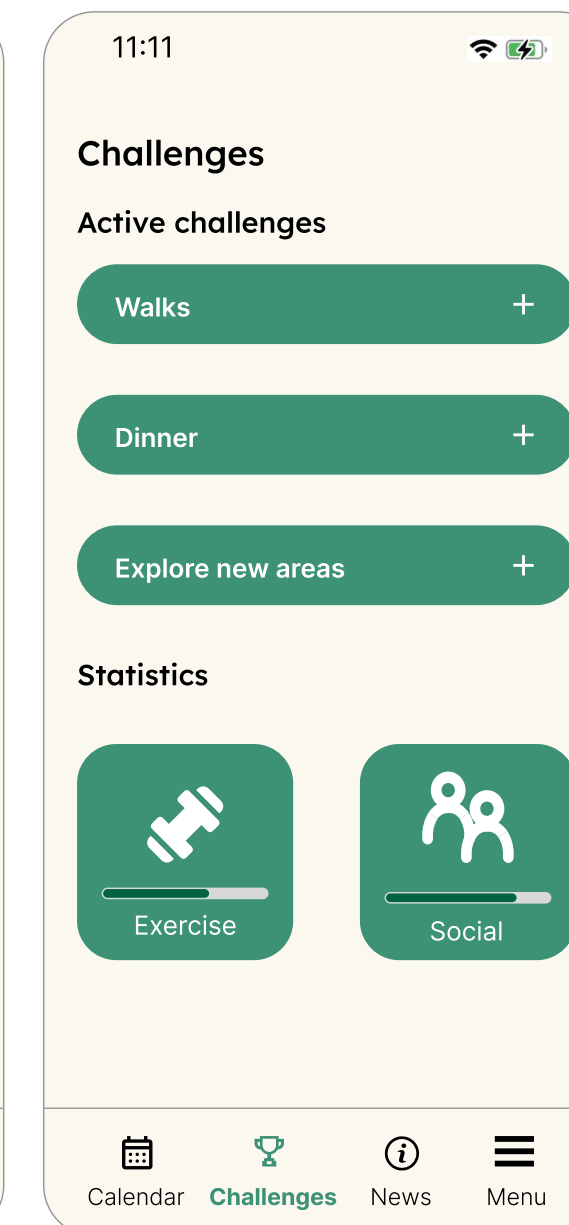
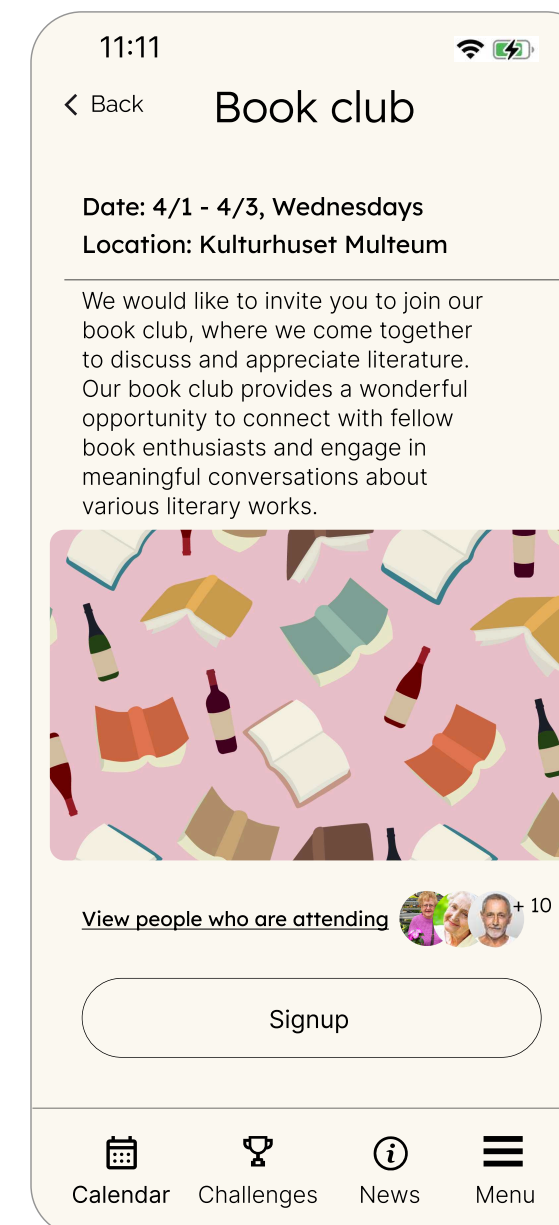
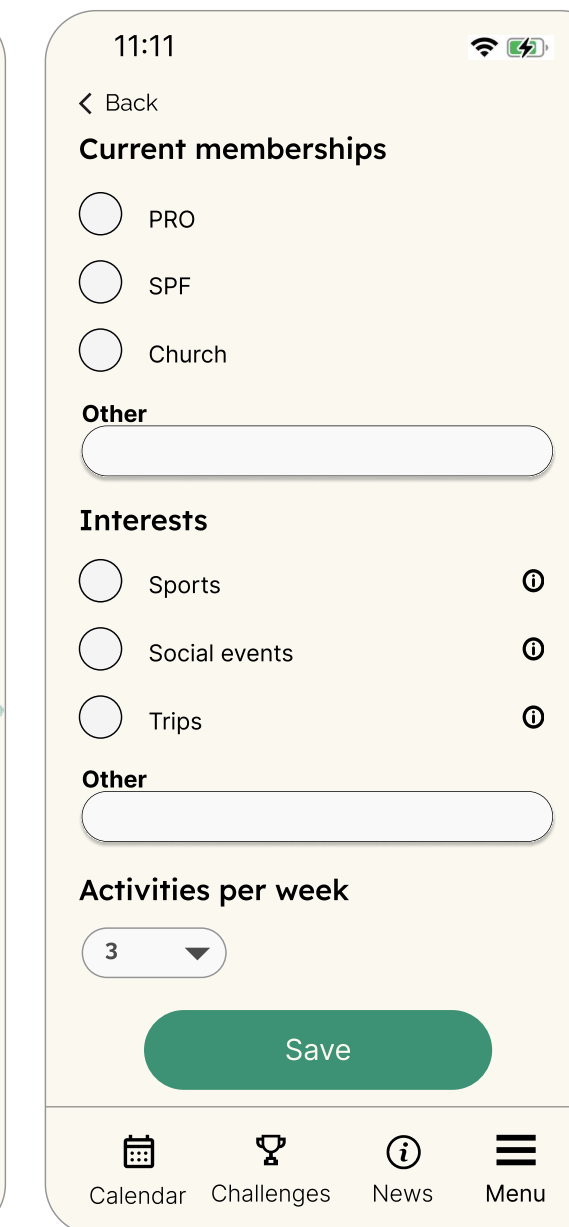
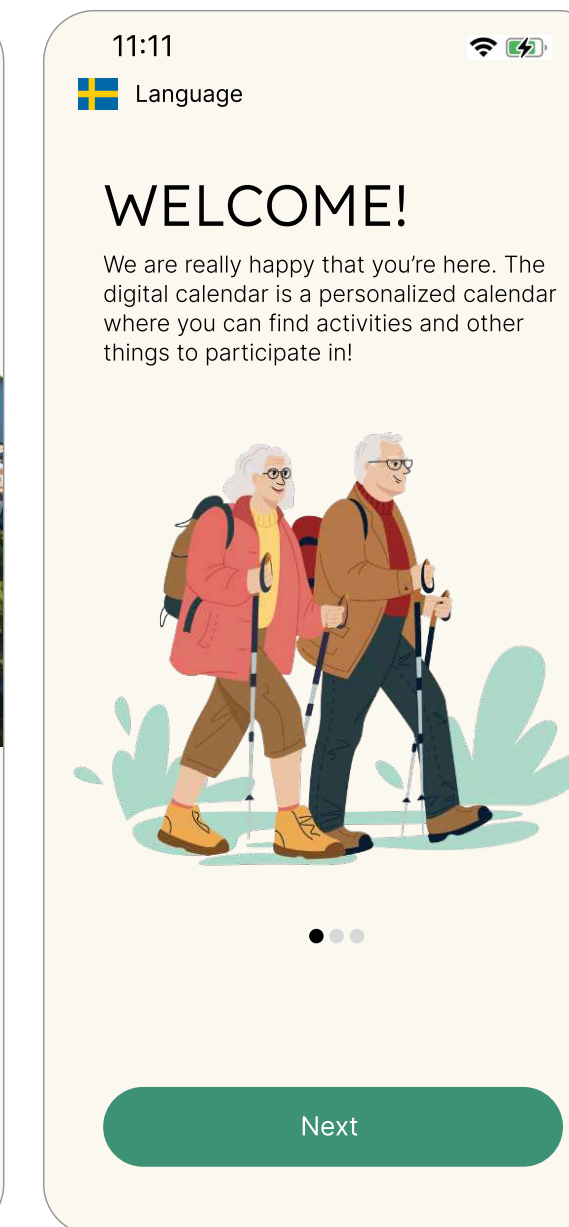
Mobile UI/UX

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.



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 strangnaskommuni.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:

✉ fjksjdf@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 Eldsundsudviken. It is an organisation that likes to invite more 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 who are entitled to some form of pension or are married/cohabiting with someone who is, regardless of from Bingo, bowling and digital cafes. Everything 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 found at Biskopsgränd 2 with more than 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 the calendar and if you want more information you can find it on their website or at the end of the calendar.

October 2023



Instructions

- Place peeled pumpkin, onion, garlic, broth/stock and water into a pot.
- Boil gently for 15 minutes until pumpkin is very tender.
- Use a stick blender or transfer to blender to blend smooth and Adjust salt and pepper to taste.
- Heat and either mix with cream - whichever you prefer.

ICA
The official ingredients in your food, ICA

Pick a challenge!
Scan the QR code to see the challenges in the app.

Have lunch at Glada Laven
On October 5th you are welcome to grab lunch in Glada Laven for \$18.

Cook a traditional dish
Some ideas are meatballs with lingon, smoked salmon, kaldekor.

Prepare dinner with someone
Call your favorite people and arrange a cozy dinner with them. You can continue this challenge and the previous one.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1
2 Lunch 🕒 12:00-13:00	3 Lunch 🕒 12:00-13:00	4	5 event 🕒 12:00-13:00	6	7	8
9 Lunch 🕒 12:00-13:00	10	11 Lunch 🕒 12:00-13:00	12 Lunch 🕒 12:00-13:00	13 event 🕒 12:00-13:00	14	15
16 Lunch 🕒 12:00-13:00	17 event 🕒 12:00-13:00	18 Lunch 🕒 12:00-13:00	19 Lunch 🕒 12:00-13:00	20	21	22
23 Lunch 🕒 12:00-13:00	24	25 Lunch 🕒 12:00-13:00	26 Lunch 🕒 12:00-13:00	27	28 event 🕒 12:00-13:00	29
30	31	1	2	3	4	5



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