

# Jasmina Plskova, MSc.

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[Website](#) | [Portfolio](#)



## DIGITAL DESIGNER | CAMPAIGNS | UI

Digital Designer with experience creating high-performing assets for web, social, and marketing campaigns. Skilled in Figma and Adobe Suite, with a strong focus on visual storytelling, brand consistency, and user experience. Passionate about digital branding, visual storytelling, and crafting engaging online experiences.

## AREAS OF EXPERTISE

BRANDING | UI/UX DESIGN | WEB DESIGN | CAMPAIGN DESIGN | SOCIAL MEDIA ASSETS |  
MARKETING DESIGN | DESIGN SYSTEMS | RESPONSIVE DESIGN | TYPOGRAPHY

## PROFESSIONAL EXPERIENCE

### Junior Graphic Designer – GoodData | Prague, CZ | 09/2024 - Present

- Designing digital assets for social media, campaigns, and web content, improving engagement and visual consistency across channels
- Collaborating with the marketing team to translate campaign concepts into high-performing visuals
- Maintaining and applying brand guidelines across digital and print touchpoints

### Graphic Designer – Alvarak Group a.s. | Prague, CZ | 2023 - 12/2025

- Created marketing visuals and campaign materials across digital and print, contributing to increased customer engagement and sales
- Developed brand-consistent assets across multiple touchpoints, including web, social, and physical media

### Graphic Design Lead (Internship) – Landell Games | Linköping, SE | 09/2023 - 03/2024

- Designed social media campaigns and digital assets to promote events and products
- Developed visual guidelines to ensure brand consistency across platforms

### Graphic Designer – Panter s.r.o. | Prague, CZ | 2018 - 2022

- Designed marketing and advertisement materials, particularly magazine pages, as a remote graphic designer.

### UI Designer (Internship) – Ematix s.r.o. | Prague, CZ | 02/2020 - 06/2020

- Contributed to UI/UX design for web and mobile applications, including prototyping in Figma
- Assisted in usability testing and iterative design improvements

## EDUCATION

**MSc in Design** – Linköpings Universitet | Linköping, SE | 2022 - 2024

**BA in Graphic Design** – Prague City University | Prague, CZ | 2019 - 2022

*Full Summer School Scholarship - TMU Creative School | Toronto, CA | Summer 2024*

## TECHNICAL PROFICIENCIES

Figma | Adobe Suite | Microsoft Suite | Google Suite | Blender 3D | HTML | CSS | Trello | Linear |  
Photography | Sketch | Corel | Design for Printing

## SOFT SKILLS

Creative Thinking | Visual Sensitivity | Attention to Detail | Collaborative Mindset | Adaptability | Strong  
Communication | Proactive & Solution-Oriented | Organization

## LANGUAGES

- Czech - Native
- English - Fluent (Bilingual)
- German - A2
- Swedish - A2