# Jasmína Plšková, MSc

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# **GRAPHIC DESIGNER I UI DESIGNER**

Creative and detail-oriented Graphic & UI Designer with experience in marketing materials, UI/UX, branding, and digital design. Proficient in Adobe Creative Suite, Figma, and 3D modeling. Passionate about delivering high-impact visuals that enhance user experience and brand identity.

### **AREAS OF EXPERTISE**

Branding | UX/UI Design | Social Media Graphics | Print Design | Typography | Illustration | Packaging Design | Marketing Design | Data Visualization | Motion Graphics | Animation | Prototyping | AR Design | 3D Modeling I Design Guidelines

## PROFESSIONAL EXPERIENCE

Graphic Designer - Alvarak Group a.s. | Prague, CZ (remote) | 2022 - Present

 Conceptualized and designed a variety of marketing material, including magazines, gift bags, banners. leaflets, envelopes, and more, resulting in an increase in customer engagement and sales.

Graphic Design Intern - GoodData | Prague, CZ | 09/2024 - 04/2025

- Designed digital assets, including social media posts, article thumbnails, and merchandise.
- Assisted in branding consistency across platforms.

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

- Designed social media campaigns and managed event planning.
- Developed graphic guidelines to maintain brand consistency.

Graphic Designer – Panter s.r.o. | Prague, CZ (remote) | 2018 - 2022

- Designed marketing and advertisement materials, particularly magazine pages, as a remote graphic designer.
- · Collaborated closely with a senior designer to ensure alignment with project objectives and brand standards.

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

- Collaborated on UI/UX projects, contributing to web and mobile application design.
- · Assisted in prototyping and usability testing.

Designer – Národní Památkový Ústav | Prague, CZ | 09/2019 - 03/2020

- Designed visual materials in alignment with brand guidelines.
- Created a centralized database for tracking missing images, reducing retrieval time by 50%.

## **EDUCATION**

MSc in Design – Linköpings Universitet I Linköping, SE I 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**

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

#### SOFT SKILLS

Creativity | Attention to Detail | Adaptability | Organization | Communication | Problem-Solving | Leadership | Critical Thinking | Continuous Learning

#### **LANGUAGES**

Czech – Native

- Slovak C2 Fluent (Bilingual)
- German A2 Conversational

- English C2 Fluent (Bilingual)
- Polish B1 Conversational