

Jasmína Plšková, MSc

GRAPHIC DESIGNER | UI DESIGNER

jas.plskova@gmail.com | +420 603 843 971 | linkedin.com/in/jasmina-plskova/ | 24 years old

AREAS OF EXPERTISE

Branding | UX Design | UI Design | Social Media | Print Design | Typography | Illustration | Packaging Design | Marketing Design | Data Vizualization | Motion Graphics | Animation | Prototyping | AR Design | 3D Modelling | Mobile Design | Design Guideline Creation

PROFESSIONAL EXPERIENCE

Graphic Designer, Alvarak Group a.s.

Prague, CZ | **2023 - 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.

Receptionist, XFitness by SpartanGym

Prague, CZ | **2019 - 2022**

- Frontdesk interaction with customers, selling products and managing the cash register.
- Opening and closing shifts.

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%.

Graphic Designer, Panter s.r.o

Prague, CZ | **2018-2020**

- 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.

INTERNSHIPS

Graphic Design Lead, Landell Games

Linköping, SE | **09/2023 - 03/2024**

- Graphic design lead intern in the marketing department, collaborating with both the marketing and game design teams.
- Designing social media posts, coordinating online event planning, analyzing social media metrics, and developing graphic guidelines.

UI Designer, Ematix s.r.o

Prague, CZ | **02/2020 - 06/2020**

- Interned as a UI designer, collaborating with a team of graphic designers and contributing to web design projects.

EDUCATION

Toronto Municipal University

Toronto, CA | **July 2024**

- A summer programme focusing on interactive and digital publishing design.

Linköpings Universitet

Linköping, SE | **2022 - 2024**

- A master's degree in Design (MSc).

Prague City University

Prague, CZ | **2019 - 2022**

- A bachelor degree in Graphic Design (BA).

SOŠ Multimediální a Propagační Tvorby s.r.o

Prague, CZ | **2014 - 2019**

- Graduated with a 'maturita' exam in Czech Language, English Language, Film and Animation, Art History.

TECHNICAL PROFICIENCIES

Adobe Suite | Microsoft Suite | Google Suite | Figma | Zoom | Canva | Blender 3D | HTML | CSS | Trello | Linear | Photography | Sketch | Corel | Design for printing | Miro | Driving licence B

SOFT SKILLS

Creative | Attentive | Adaptable | Organised | Communicative and collaborative | Confident | Empathetic | Learning enthusiast (continuous learning) | Critical thinker | Leadership | Flexible

LANGUAGES

Czech | Native

English | C2 | Fluent - bilingual

Slovak | C2 | Fluent - bilingual

Polish | B1 | Basic conversational - actively learning

German | A2 | Basic conversational - actively learning

 PORTFOLIO