

Barbora Matejova

Digital Designer - Graphic design, UX & UI

Master's graduate in Games Technology at IT University of Copenhagen, specialising in design, with a professional background spanning graphic design, UI, UX, and app and web development. I bring nearly nine years of hands-on experience with Adobe Creative Suite, strong proficiency in Figma, and practical experience in Unity. My focus is on crafting digital experiences that feel intuitive, visually coherent, and well-executed from concept through to implementation. I work confidently across interaction design, design systems, and end-to-end product flows, and I thrive in collaborative, iterative environments alongside engineers, researchers, and stakeholders across the team.

CORE COMPETENCES

- **User-centered design:** Skilled in creating intuitive and visually engaging designs that balance aesthetics with usability across digital platforms.
- **Design tools expertise:** Proficient in Figma, Adobe Creative Suite (namely Photoshop, Illustrator, InDesign, XD), Blender, Unity
- **Attention to detail:** Focused on delivering high-quality design work with precision, consistency and strong visual hierarchy.
- **Collaborative project delivery:** Partnering with teams and stakeholders to manage design tasks efficiently and deliver consistent, timely results.

PROFESSIONAL EXPERIENCE

BrAIIn Lab manager, ITU

August 2025 - June 2026

- Supporting students and researchers with academic and project-related tasks.
- Designing web and promotional materials for the BrAIIn Lab.
- Managing specialist research equipment including EEG, eye tracking, and VR headsets, and overseeing lab and equipment booking.

Teaching assistant, ITU

August 2025 - June 2026

- Supporting students in understanding user research methods and their application in interactive and game design contexts.
- Reinforce practical research skills including playtesting, observation, and usability evaluation.

Graphic designer, Playable

2022 - September 2025

- Designed visual assets for the Playable platform as well as promotional and communication materials for external channels.
- Supported brand consistency across digital product and marketing contexts, serving multiple stakeholders across departments.
- Collaborated with the marketing team on social media content, event materials, and merchandise.
- Supported brand evolution and managed a brand name change across platforms.
- Designed and developed a Learning Management System (LMS) as part of my Bachelor's thesis, applying user-centered design principles to create a structured and intuitive learning experience end-to-end.

Graphic designer, Barma

2022

- Created the Barma logo and established the overall brand identity.
- Designed and developed the landing page, balancing visual expression with usability.
- Contributed to UX/UI research to inform product and design decisions.
- Supported the marketing team while also contributing to product-focused design initiatives.

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EDUCATION

Master's degree in Games

ITU | 2024 - 2026

Master's Thesis:

Exploring the relationship between confined, linear level design and player agency.

Bachelor's degree in Digital Concept Development

BAAA | 2022 - 2024

Bachelor's Thesis:

Playable LMS

AP programme in Multimedia design

BAAA | 2020 - 2022

Final's Project:

Redesigning Barma website

SKILLS

Design Software:

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Blender, Unity

Interaction

& Product Design:

Wireframing, prototyping, user flows, interaction design, design systems

Research & Methods User:

research, usability evaluation, design thinking, Scrum

General:

Strong organizational skills, multitasking, structured workflows

REFERENCES

[Sarah Dyer](#)

CMO at Playable

sd@playable.com

[Olga Mozejko](#)

Software Engineer at LEGO Group

olga.mozejko@lego.com