



CURRICULUM VITAE

Johana Pscheidtová (aka Jokohana)

Born in the Czech Republic, I studied Graphic Design at Hellichova Academy in Prague (Czech Republic), where I specialised in branding and typography.

In 2001 I started working as a Graphic Designer at several agencies in Prague. In 2005 I moved to Barcelona and started to focus my work on the design of corporate identities as a freelancer. In 2008 I joined a German advertising agency in Barcelona, Elephant Seven, and in 2013 I moved to London to further my work as a freelancer. Currently living (again) in Prague, Czech Republic.

Past clients in the corporate sectors, culture, fashion and architecture during my 10 year career have included: Olympus, Seat, Nestlé, Tchibo, Drilisch, Behn Meyer, Diageo, Greenpeace, Scandinavian House, Prague Philharmonic Choir.

Personal information:

Name:

Johana Pscheidtova

Tel.:

+420 608 665 721

Email:

jokohana@gmail.com

Portfolio:

www.jokohana.co.uk

Work experience:

JULY 2013 - PRESENT LONDON / UK

REPUBLIC ARTISTS

www.republicartists.co.uk

Concept and development of online & offline projects: flyers, posters, banners, website design.

June 2013 LONDON / UK

FLAMINGO

www.flamingogroup.com

Brochures and catalogues layout, pre-press preparation.

2008 – 2013 BARCELONA / SPAIN

ELEPHANT SEVEN

www.digitaspixelpark.com

Branding, concept and development of online & offline projects.

2007 – 2008 BARCELONA / SPAIN

COREA&MORAN ARCHITECTURE

www.mariocorea.com,

Branding, graphic design, photography.

2005 – 2006 BARCELONA / SPAIN

Graphic Designer – freelance

2004 – 2005 BARCELONA / SPAIN

FSI

Creation of web layouts / design and basic programming.

2003 – 2003 PRAGUE / CZECH REPUBLIC

DELIKATESY

Production, photo retouch.

2001 – 2002 PRAGUE / CZECH REPUBLIC

EMC AGENCY

Creation of web layouts.

2000 – 2001 PRAGUE / CZECH REPUBLIC

JPM AGENCY

Pre-press, layouts for advertising.

Awards:

1. Prize / Public competition
– logotype for cultural center
of scandinavian countries.
Czech Republic (2009)
1. Prize / Public competition
– logotype for music label.
Netherlands (2008)
3. Prize / Public competition
– layout for scratch card
for the national lottery.
Czech Republic (2002)

Published work:

Logo Talks II
(Hong Kong, june 2013)

Logopond V1 Book
(Australia, april 2012)

Branding Element
(Hong Kong, may 2011)

Logo Talks
(Hong Kong, june 2010)

Skills:

Design Software:

Adobe Illustrator, Adobe Photoshop,
Adobe InDesign

HTML / CSS

MS Office

Wordpress

Photography

Fashion photography retouch

Education:

Hellichova academy – Graphic Design
(1999 – 2002 / Prague)

Language school (german, english,
spanish / Prague)

Elementary & Grammar school / Prague

Languages:

English

Spanish

Italian

German

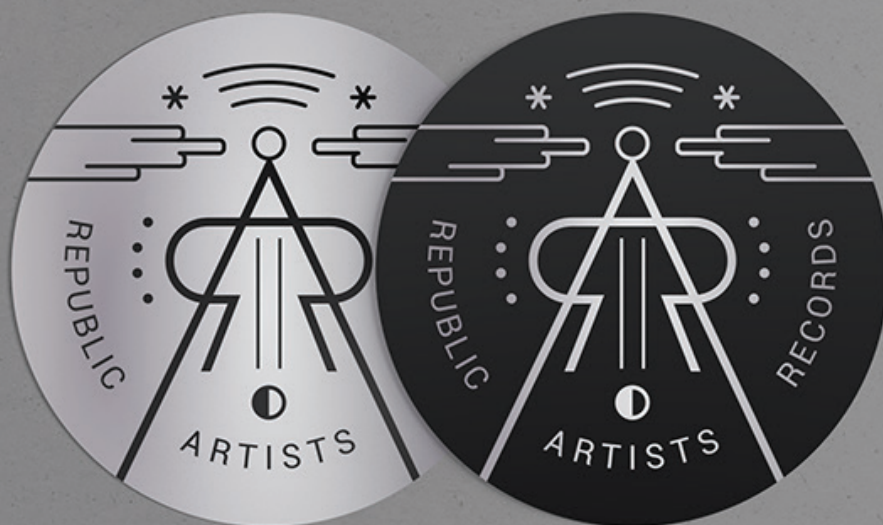
Czech



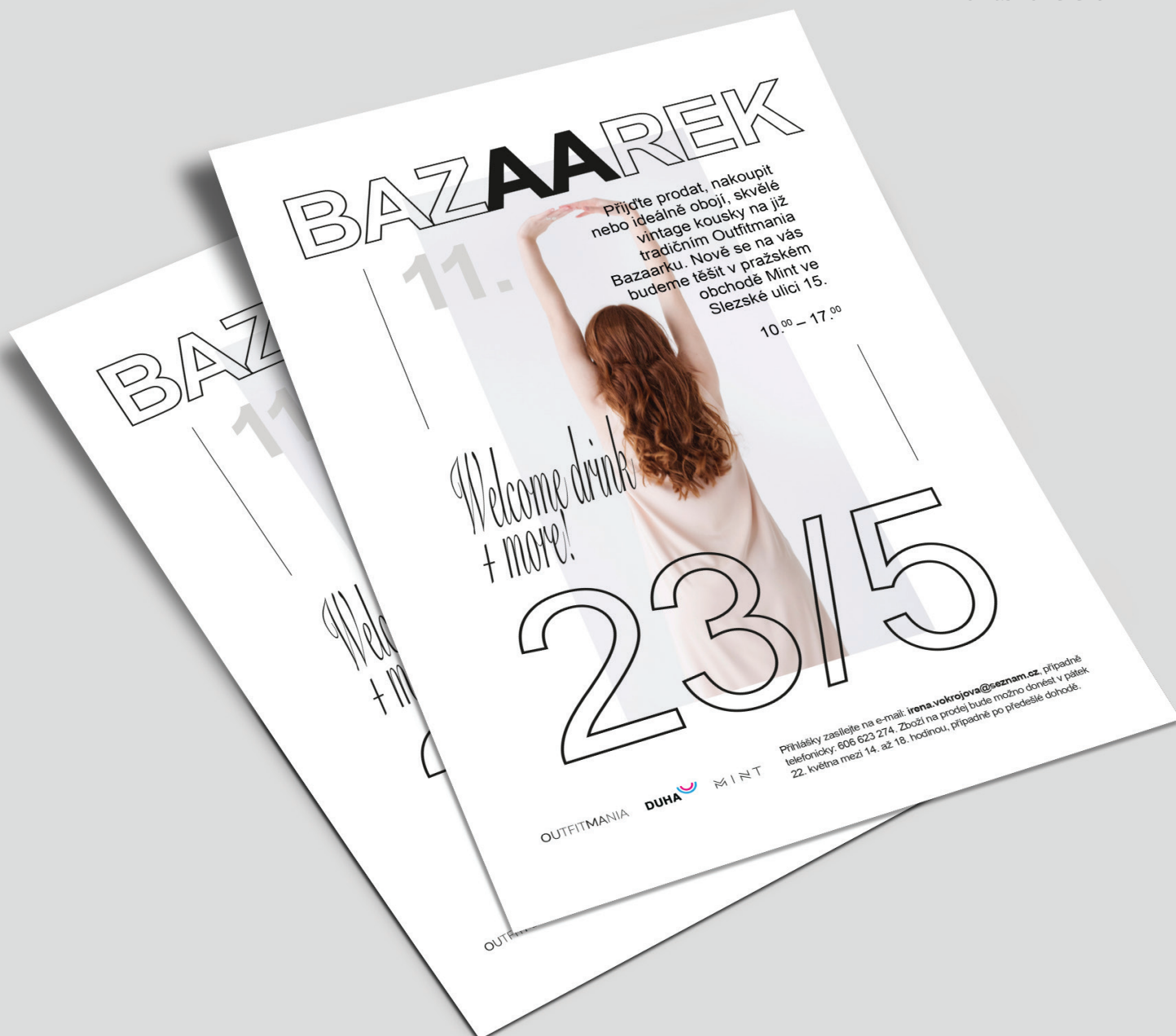
Jokohana
Personal brand



MUSIC INDUSTRY
Flyers + stickers
for parties



OUTFITMANIA
Flyers + posters
for fashion event





MINT
Logo & printed
material for
a clothes shop





MUSIC INDUSTRY
Flyers for parties



MUSIC INDUSTRY
EP cover for Wasabi
Generals Records
+ flyers for parties



FRIDAY 18TH APRIL

PERFORMING LIVE
ELECTRONIC MUSIC
IN A THEATRE:

**MIKA VAINIO
+
LONDON MODULAR
ALLIANCE**

DOORS: 19:00
PERFORMANCES: 20:00 - 23:00
AFTER-PARTY: 23:00 - LATE

THE YARD THEATRE
QUEEN'S YARD
HACKNEY WICK
E9 5EN



Victoria Park

Fish Island and
Olympic Park

**THE
YARD**

HACKNEY WICK

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HACKNEY WICK

LONDON MODULAR

MUSIC INDUSTRY
Poster for a concert





HOLU
BOVA



gram

ZUBNÍ
POMŮCKY.
CZ

IBIZA
GATHE
RING

MINT

URBAN
LUX.cz

Prague
Philharmonic
Choir

MART
INŮ
VOI
CES



I - FACTORY
photography agency



300TH
rec
ord
ings

ELEPHANT
SEVEN

liceo
gráfico

5F
GROK.
COM

liceo
gráfico

CRUISE
PRAGUE
CZ



MONO.
MENTAL

JO
KO
HA
NA

XRAY



HALE
MICROSYSTEMS

GUIDE
PRAGUE
CZ

DOSAGE

marisa
holajew



SÖHNE DER
HANSE

JUNA



MISTÉRIOS
CASA DE TURISMO

JB
BLACK JAMM

VÝUKOVÁ
AGENTURA

PRI
SMA
PUBLICACIONES

madison

Italian
Deli
cat

blowwww

ifrági!

LULIEN
NAIL STUDIO

PREMIANT
CITY
TOUR



ART
LIN/
GUA

re:public
BAR
RESTAURANT
LOUNGE

Quinta
dos Mistérios

volunteer
in
dubai.
com

Tradux

S
SANIWARES

Fom

ART
LINGUA



Portugal
Con
vida

super
mam
your taste monitor



HEAVY
ROTATION
BOOKING

Rolls
roger



Italian
delicat

magn
U

VisionAD

Please see more on
www.jokohana.co.uk