

Inna Macháč Guba

Designer

UI/UX & Web Design · Graphic Design & Brand · Photo & Video

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I sense people's needs before they are spoken out loud and turn them into design, content and results.

SELECTED WORK

innaguba.com	**My own brand, Inna Guba Foto&Video.** Brand identity and logo, website, copy, photography, build and launch.
topenivcajku.com	**Website for a heating services company.** Brand identity and logo, UX discovery, responsive design, copy, photography, build and launch.

WHAT I DO

UI/UX & Web Design
Figma, UX discovery, wireframes, prototypes, responsive design, Webflow

Graphic Design & Brand
Logo, colour palette, typography, print and social media graphics, Illustrator

Photo & Video
Brand and portrait photography, story-driven video, Lightroom, DaVinci Resolve

Content & AI
UX copywriting, social media, Claude, Midjourney, Runway

EXPERIENCE

2026 – present	**UI/UX & Web Designer** · Freelance
2014 – present	**Photographer & Videographer** · Inna Guba Foto&Video
2012 – 2016	**Banking Advisor** · Sberbank CZ (formerly Volksbank CZ)

EDUCATION

2011 – 2012	**Masaryk University, Brno** · Applied Informatics, digital image processing
2006 – 2011	**Odesa National University** · Master's degree, International Relations
2025 – 2026	**Courses** · UX in Practice and Figma (Czechitas), Web Design (Ponomar Academy), Digital Marketing

LANGUAGES

English (B2) · Czech (C2) · Ukrainian (native) · Russian (native)