

Inna Macháč Guba

Graphic Designer, Photographer & Videographer

innaguba@seznam.cz · +420 774 547 333 · Brno, hybrid or remote
linkedin.com/in/inna-macháč-guba · github.com/imgcode-art

I sense what people need before they say it out loud, and turn it into design, content and results.

PROFILE

I have been telling visual stories for over 12 years. As a photographer and videographer I shoot people and brands and take the material through post-production to the final result. I design visual identities, social media graphics, print and websites, for my own brand and for clients. I work with AI tools every day and know how to judge and refine what they produce. I take every project from the idea to the finished result.

WORK

portfolio.innaguba.com

Design, brand and web
Visual identities, brand photography and video for clients, websites from design to launch.

innaguba.com

Photography and video
My own brand Inna Guba Foto&Video: portraits, people and their stories.

HARD SKILLS

I work with AI tools every day
Claude, Claude Code, ChatGPT, Gemini, Midjourney, Runway, Higgsfield, AI tools in DaVinci Resolve. I use them for images, video, copy and website code, and refine what they produce.

Graphics & brand	**Illustrator, Photoshop, Figma** Visual identity (logo, colour palette, typography), social media graphics, print, digital promo materials, event visuals
Foto, video & motion	**Lightroom, Photoshop, Premiere Pro, DaVinci Resolve, After Effects, CapCut** Brand and portrait photography, post-production, shooting and editing story-driven video, Figma Smart Animate
Content & marketing	**Meta Business Suite, Canva** Copywriting, content creation and management, social media, brand building
Web & UX/UI	**Figma, Webflow, GitHub** Wireframes, interactive prototypes, UX discovery, competitor analysis, design systems, responsive design, I deploy my own sites (GitHub Pages, custom domain)
Other tools	**Jira, Confluence**
Languages	**Czech (C2), English (B2), Ukrainian and Russian (native)**

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SOFT SKILLS

Way of working
I run projects from start to finish, independently, with clear priorities and deadlines.

Communication
I explain design decisions clearly, enjoy working in a team and welcome feedback.

Creativity
Unconventional ideas and a proactive search for better ways of working.

Approach
Empathy, an eye for detail, analytical thinking and a critical view of my own work. I learn fast and gladly.

EXPERIENCE

2026 – present

UX/UI & Web Designer
Freelance · client and own projects

- Websites from design to launch, deployed by me
- Responsive design for desktop and mobile
- UX discovery, competitor analysis and design systems
- Copywriting and explaining design decisions to clients

2025 – 2026

Marketing & Brand Specialist
Supreme Dental, Brno · freelance

- Visual presentation and marketing communication of the clinic
- Brand photography of the clinic and its team
- Website updates: user journey and copywriting

2014 – present

Photographer & Videographer
Self-employed · own brand Inna Guba Foto&Video

- Built my own brand: identity, photography, video, website
- Shooting and post-production of story-driven video
- Content for small local brands, focused on aesthetics and trust
- Client communication from first contact to delivery

2012 – 2016

Banking Advisor
Sberbank CZ (formerly Volksbank CZ), Brno

- Direct sales of banking products and analysis of client needs
- First-line client support and communication with internal departments
- Loan approval and drawdown, contract and document checks with a focus on accuracy
- Reporting, working under pressure and to fixed deadlines

EDUCATION

Masaryk University, Faculty of Informatics
Applied Informatics · 2011 – 2012

I. I. Mechnikov Odesa National University
Master's degree, International Relations · 2006 – 2011

COURSES

Web Design
Ponomar Academy · 2026 – present

UX in Practice
Czechitas · 2026

Brand Academy
Digi Semestr · 2026

Figma
Czechitas · 2026

Copywriting and Psychology
Otto Bohuš · 2026

Digital Marketing Academy
Holky z marketingu · 2025

UX/UI and Web Design Mentoring
One-to-one · 2025

Content creator
Maria Brygynets · 2024 – 2025

Marketing in AI
Pravidla se změnila · 2024