

KATYA SVIRINA

Graphic designer specializing in *brand identity, packaging, and marketing design.*

I am a graphic designer creating refined, detail-focused visuals that are inspired from both past and present. With experience in *skincare, haircare, and fashion/sport industries*, both in-house and freelance, I bring a tailored approach to every project. I craft high-quality designs that convey a brand's values and resonate with its audience, combining research and experimentation to transform ideas into impactful, enduring visuals.

EXPERIENCE

Equestrian Stockholm
Graphic Designer
2025

Svenska Krämfabriken
Art Director
2021 - 2024

Parks and Resorts
Graphic Designer
2021

Bounir
Graphic Design Intern
2020

COMPETENCIES

- Brand & Visual Identity
- Art Direction
- Packaging Design
- Social Media & Ad Design
- Email Marketing Design
- Print Design
- E-com Content Design
- Website Design
- Photography

Mindful Avenue

SERVICES

Art Direction
Packaging
Campaign Design

DESCRIPTION

Mindful Avenue is a wellbeing brand creating journals focused on intentional living. For this conceptual project, I developed a book-style puzzle packaging for The Art of Attention collection, exploring a timeless, shelf-worthy product. The work includes concept development, visual identity application, and print-ready packaging design, with a strong focus on typography, hierarchy, and tactile details.

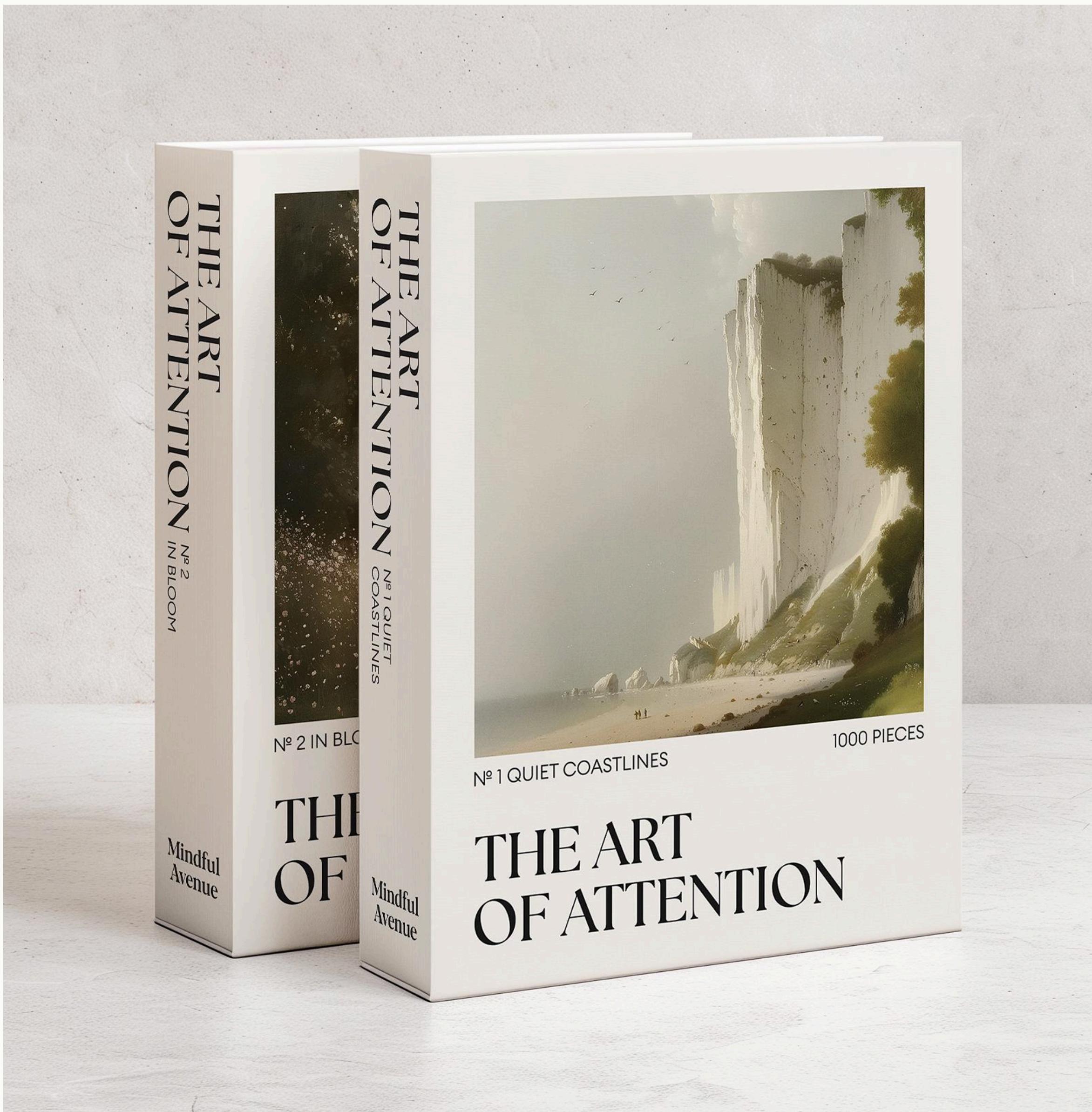
A white book cover for 'THE ART OF ATTENTION' featuring a photograph of a coastal landscape with white cliffs and a sandy beach. The title is in a large, serif font at the bottom. The book is surrounded by a dark border.

Nº 1 QUIET COASTLINES

1000 PIECES

THE ART
OF ATTENTION





Hårologi

SERVICES

Art Direction
Visual Identity
Packaging
Campaign Design

DESCRIPTION

Hårologi is a Swedish haircare brand with nearly five decades of expertise and a holistic approach to hair health. As part of my work at Svenska Krämfabriken, I took a leading role in the brand's complete redesign, updating everything from logo to packaging for over 60 products, each product category with its own colour palette. The result was a new visual identity that reflects brands heritage and appeals to today's consumers.



HÅROLOGI

HAIR CARE THROUGH LIFE



HÅROLOGI

HAIR CARE THROUGH LIFE

YOUR WINTER HAIR ESSENTIALS

Experience hair care products tailored to your unique hair and scalp. The result? Healthier hair and a revitalized scalp. Discover our exclusive range of new products. Available exclusively through professional hairdressers.

WWW.HAROLOGI.COM



WELCOME

HÅROLOGI
HAIR CARE THROUGH LIFE

Anna Wikström

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SANKT ERIKGATAN 119, 113 43 STOCKHOLM

INFO@HAROLOGI.COM

WWW.HAROLOGI.COM

YOUR HAIR IS YOUR FINGERPRINT

Hårologi is a brand with a holistic approach, where the name itself means "the science of hair." With nearly 50 years of experience and close collaboration with hairdressers, we have gained unique insight into what truly works — and we want to share that knowledge with you. Book a visit with one of our expert hairdressers to discover exactly what your hair needs — and get personalized products tailored just for you.

Our Philosophy Starts With You

Primary Colours



CLOUDY DEEP GREY WHITE

Secondary Colours



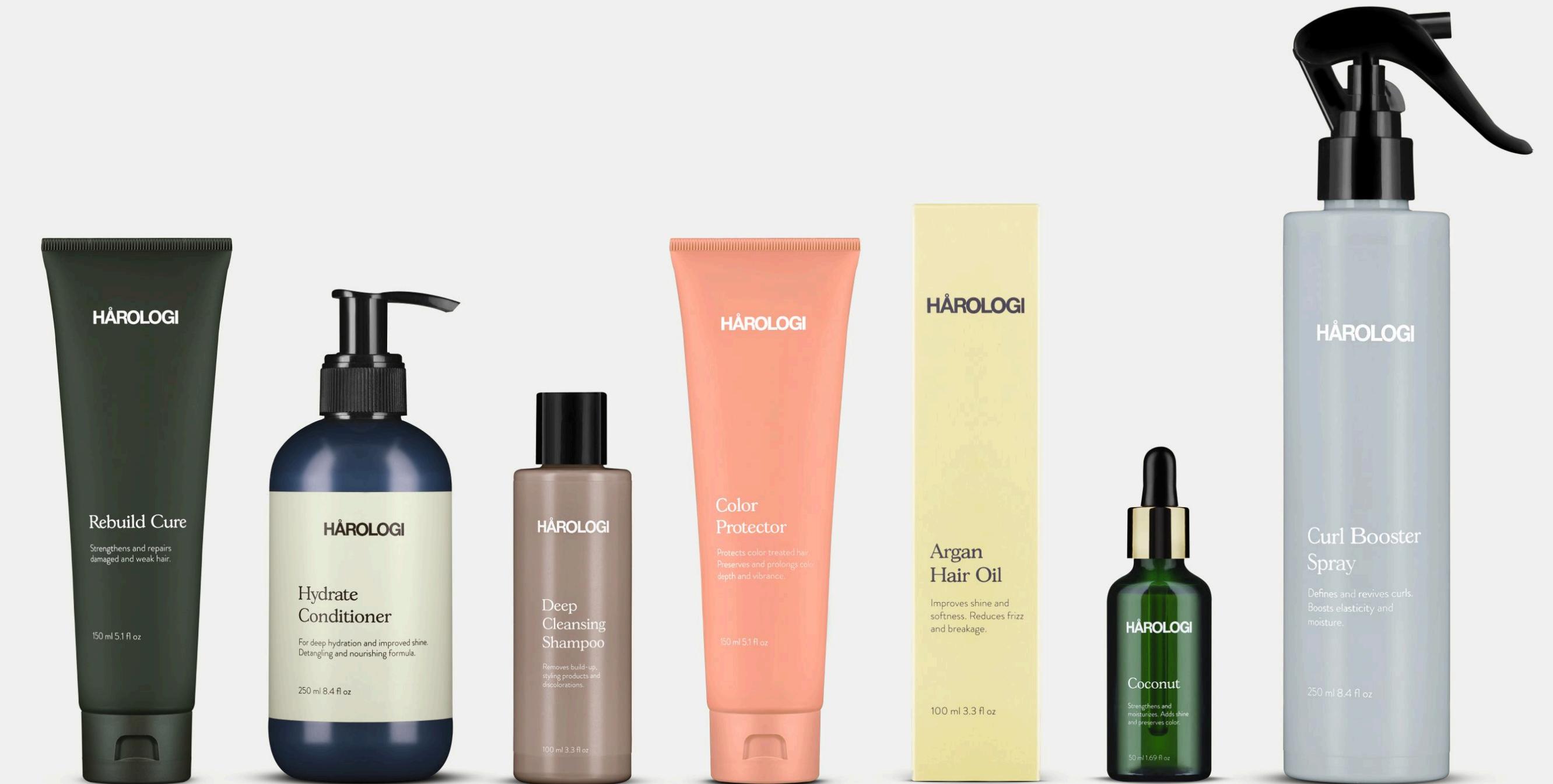
Typography

Gascogne Serial

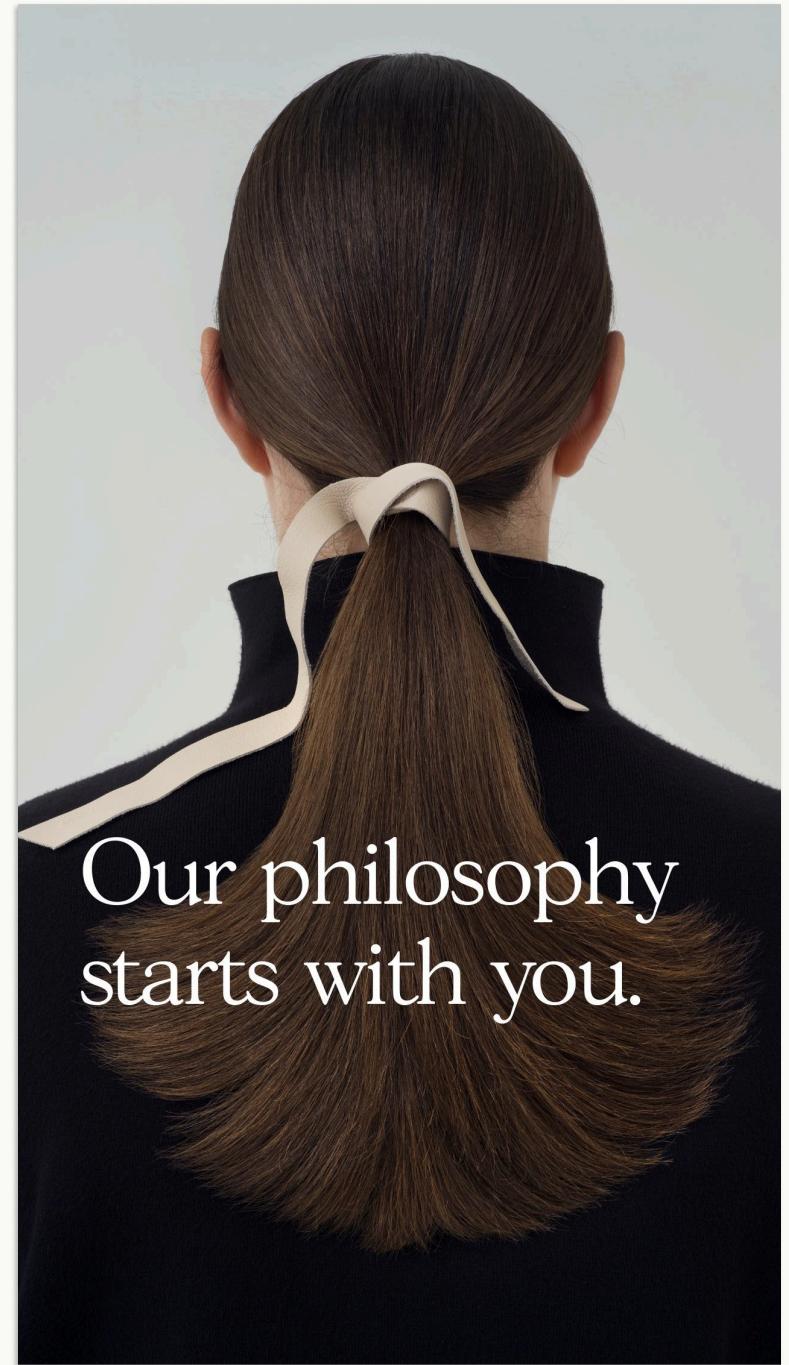
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss
 Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Brandon Grotesque

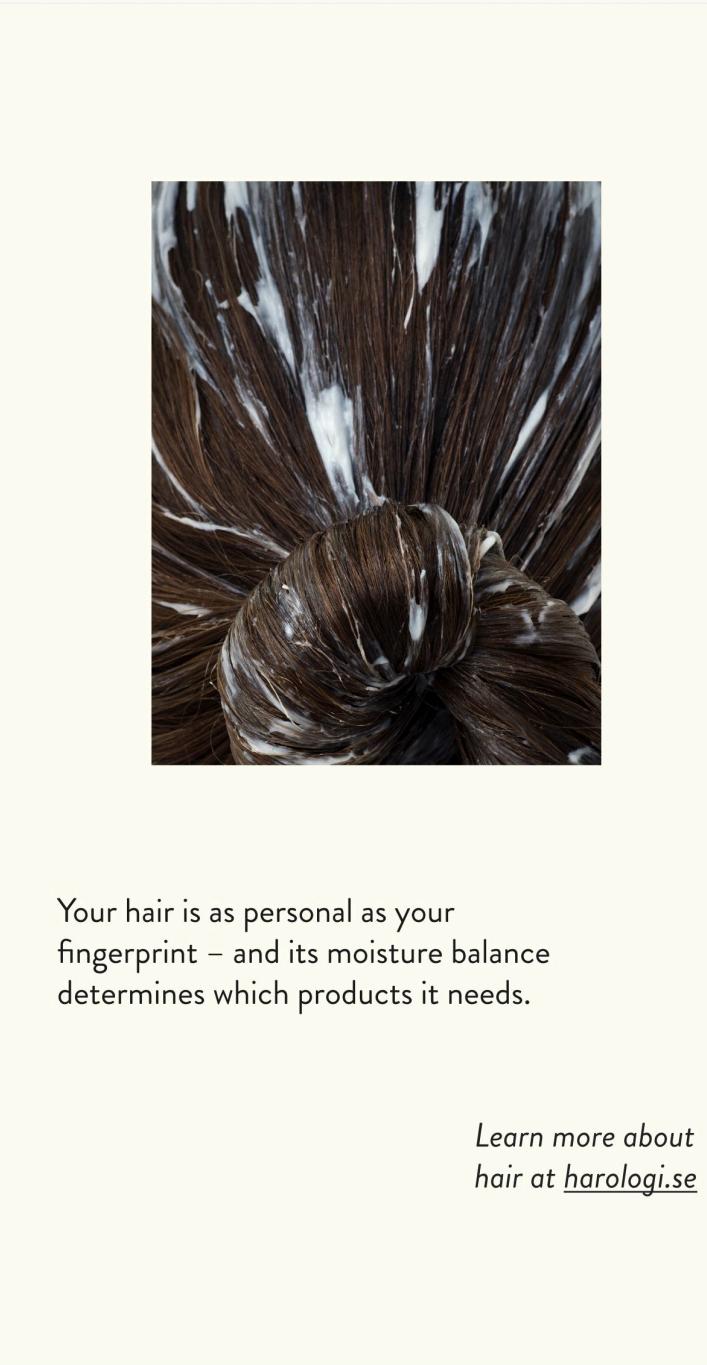
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 Ll Mm Nn Oo Pp Qq Rr Ss
 Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö







Our philosophy
starts with you.



Your hair is as personal as your
fingerprint – and its moisture balance
determines which products it needs.

Learn more about
hair at harologi.se



Gently cleanses and
preserves your colour.
Just like a fresh salon
day, every day.

Try our Color
Lock Shampoo

Equestrian Stockholm

SERVICES

- Marketing & Campaign Design
- Newsletter & Flows Design
- Paid Ad Creative
- Lookbook Design
- AI Visuals

DESCRIPTION

At Equestrian Stockholm, I contributed to creative direction and design for new equestrian fashion collection launches, producing campaign materials such as social media content, paid ad creatives, and lookbooks. My role also included designing and planning email marketing campaigns, building automated flows, and creating AI-generated visuals to enhance a cohesive, premium brand experience.





PORTRAIT OF MATT HARNACKE

This month, we shine a spotlight on Matt Harnacke—one of the most well-known riding influencers in the world, a successful model, and a professional dressage rider. From his early years in Italy to his time in Australia and now the Netherlands, Matt's journey is as inspiring as his riding.



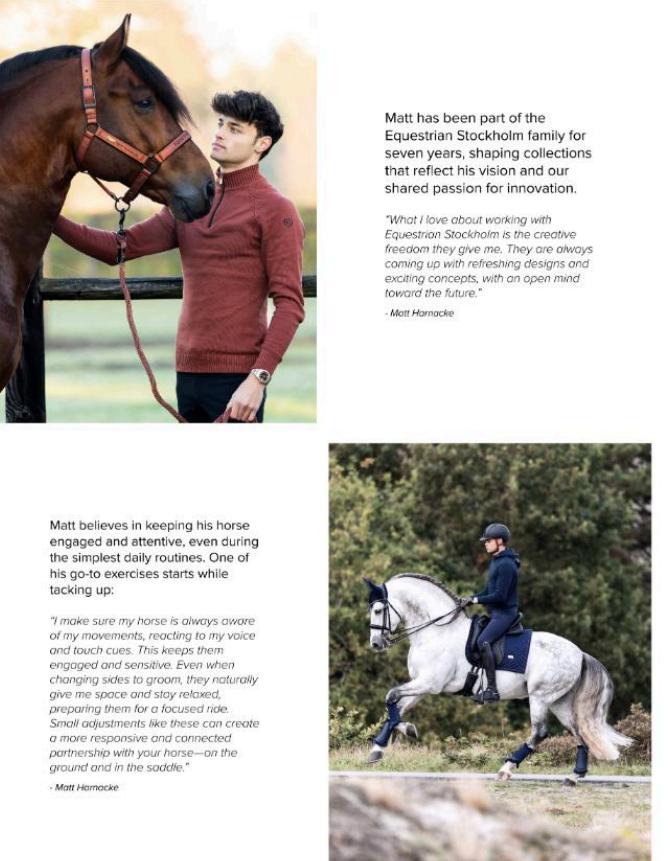
MATT'S FAVORITES



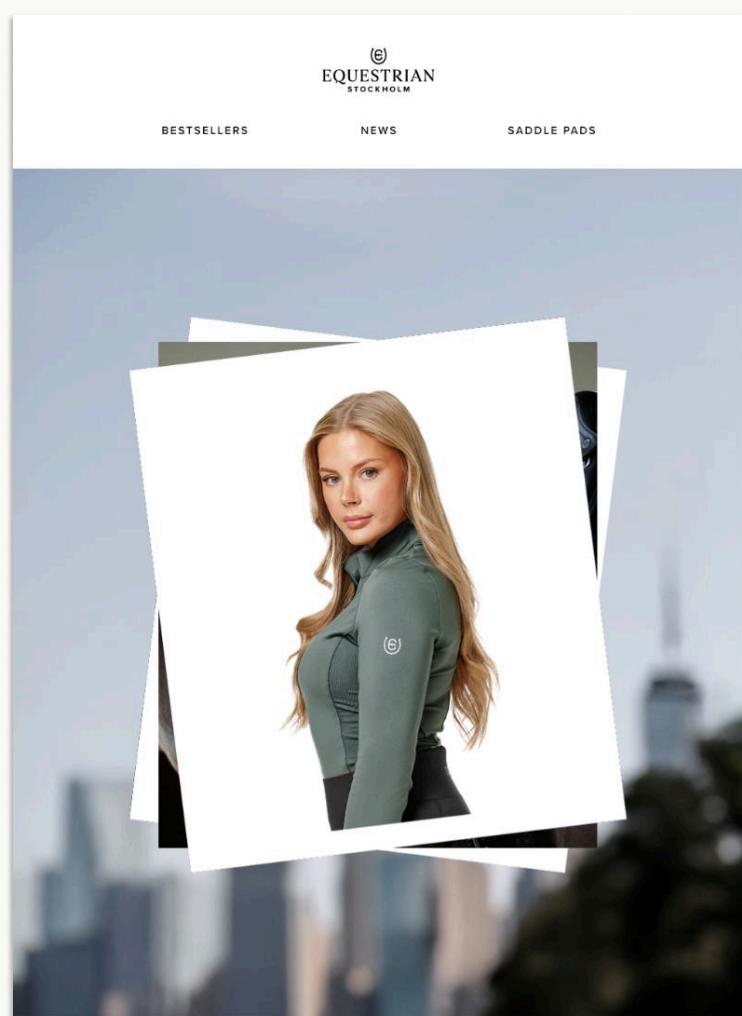
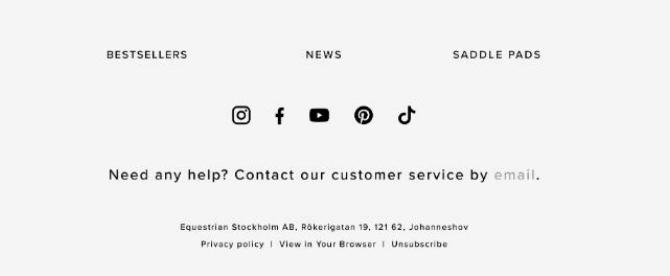
MATT'S FAVORITES



[DISCOVER MORE](#)



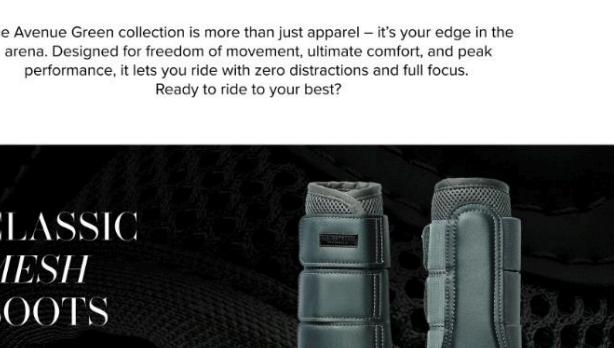
FOLLOW US



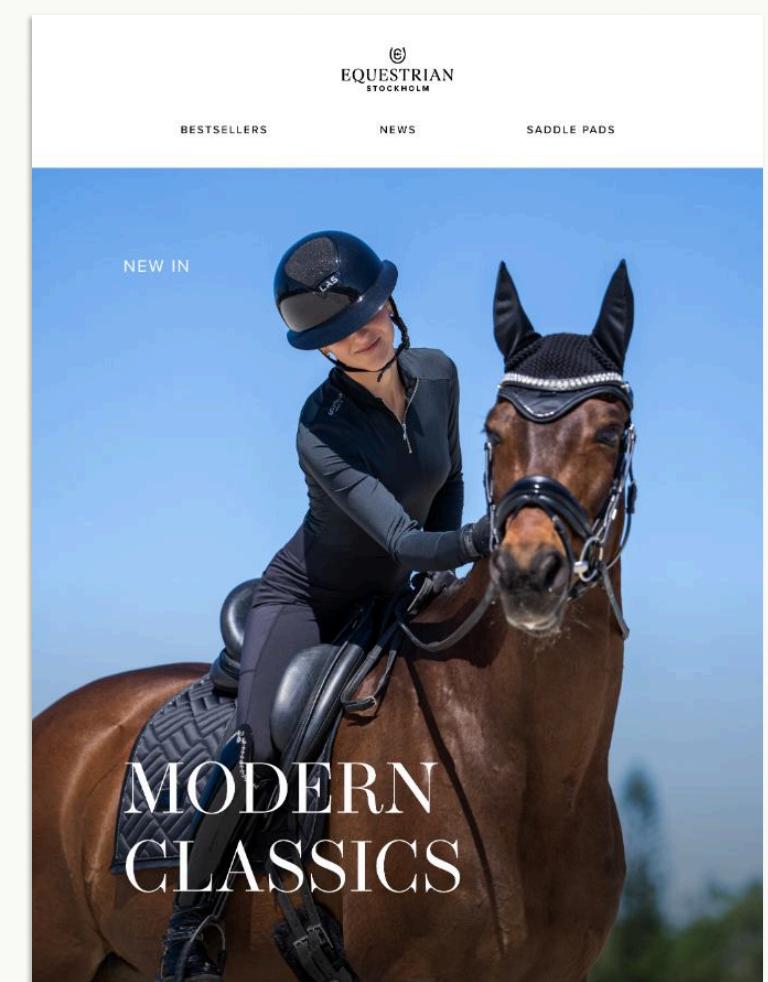
BECOME UNSTOPPABLE IN AVENUE GREEN

Imagine feeling **unstoppable**. Every move **sharp**, every transition **effortless**. No distractions—just you, your horse, and the rhythm of the ride.

[SHOP NOW](#)



CLASSIC MESH BOOTS



MODERN CLASSICS

THE CLASSICS YOU LOVE, REIMAGINED

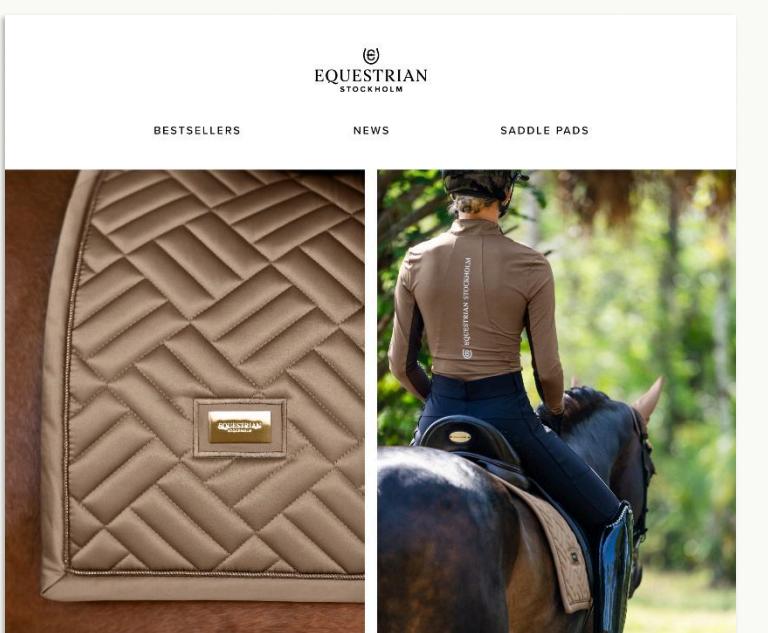
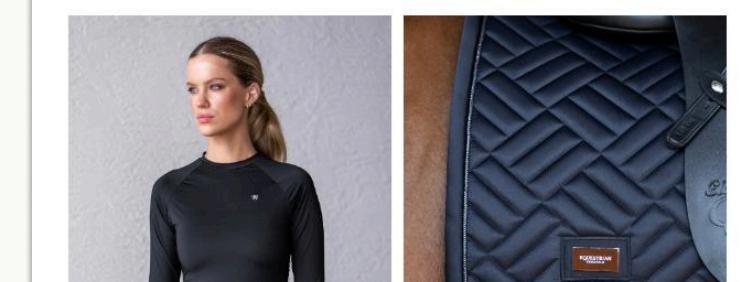
This year, we celebrate a decade of timeless equestrian style. To honour this milestone, we're bringing back the products that helped define our journey—reimagined for the modern rider.

[EXPLORE](#)



Since the very beginning, Champagne has held a special place in the hearts of our riders. Whether in the ring or at the stable, it's a shade that stands out, and elevates every ride. Paired with two riding tops in matching tones, this look is made to move with you—timeless in feel, innovative in function.

The Modern Classics Collection features a sleek new Maze quilting saddle pads with an all-season bamboo lining for advanced performance and lasting comfort—blending heritage with innovation.



TIMELESS. ELEGANT. CHAMPAGNE.

With its luminous tone and refined details, Champagne embodies effortless sophistication. The new Maze quilting on the saddle pads adds a sleek, sport-inspired touch, while the all-season bamboo lining ensures comfort, breathability, and high performance in every ride.

[SHOP NOW](#)



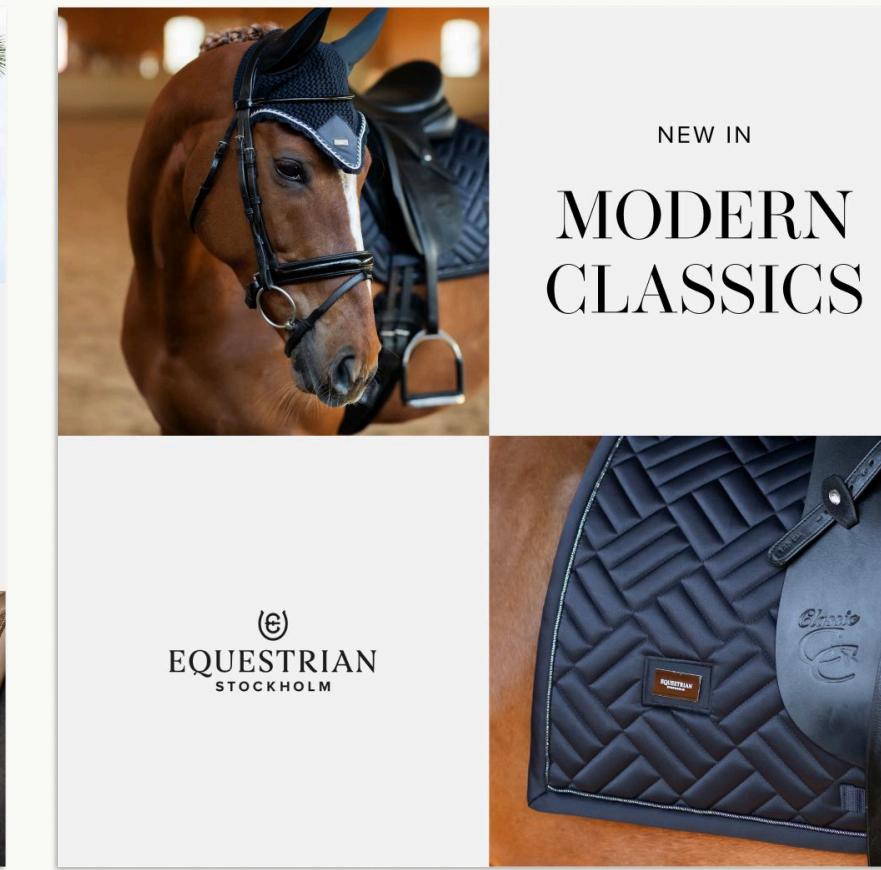
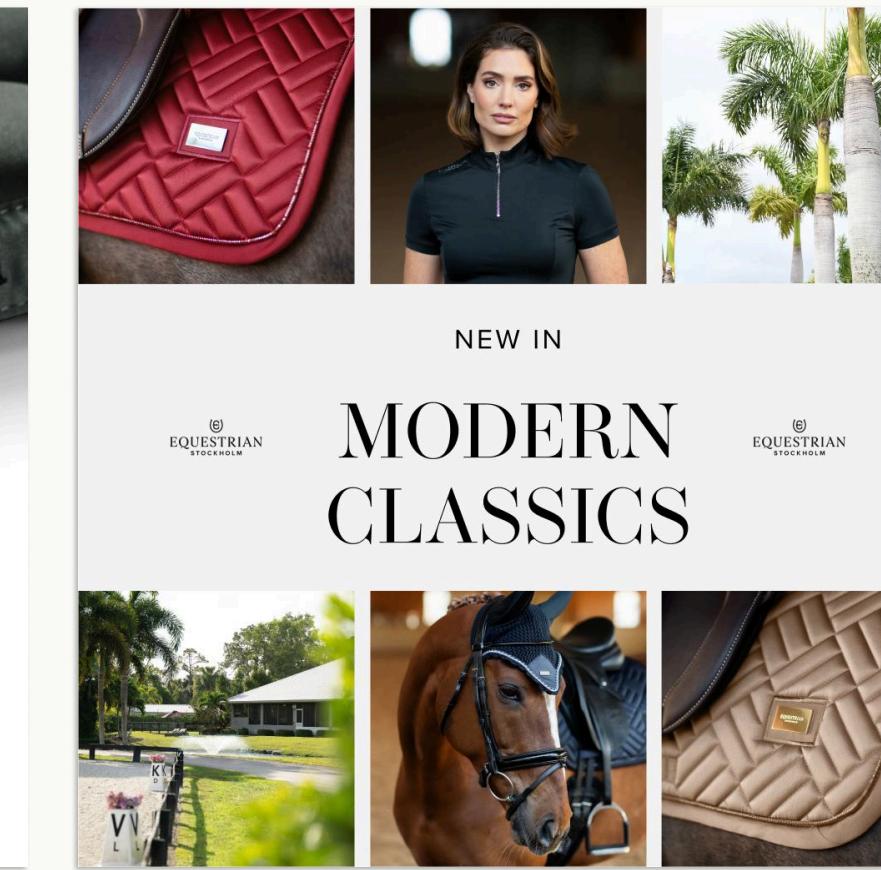
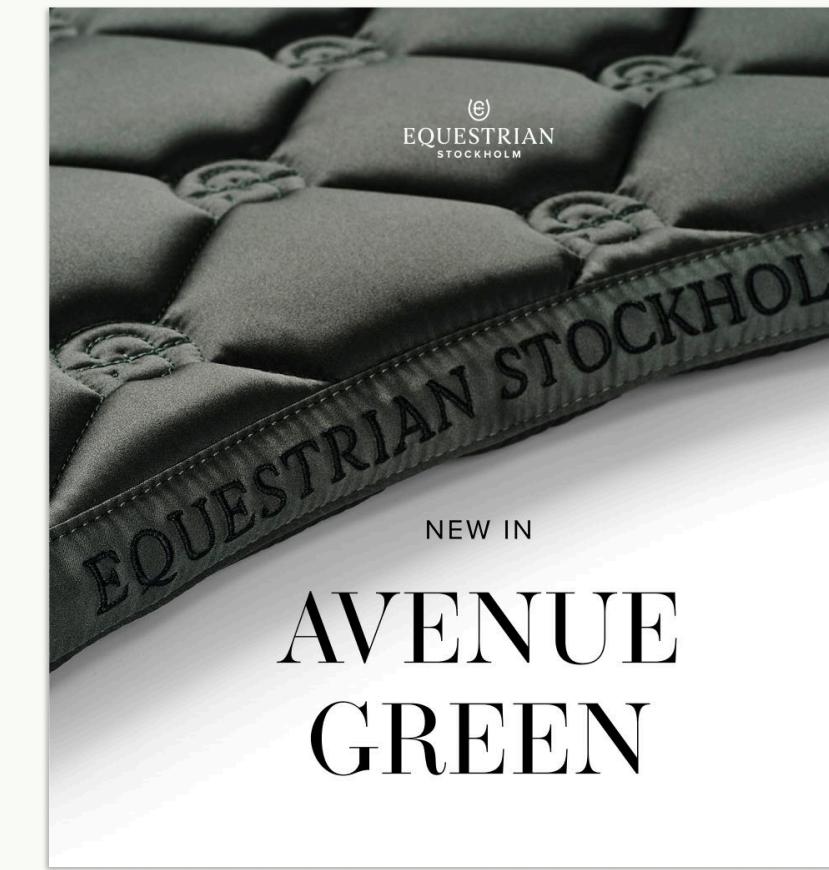
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[SHOP NOW](#)

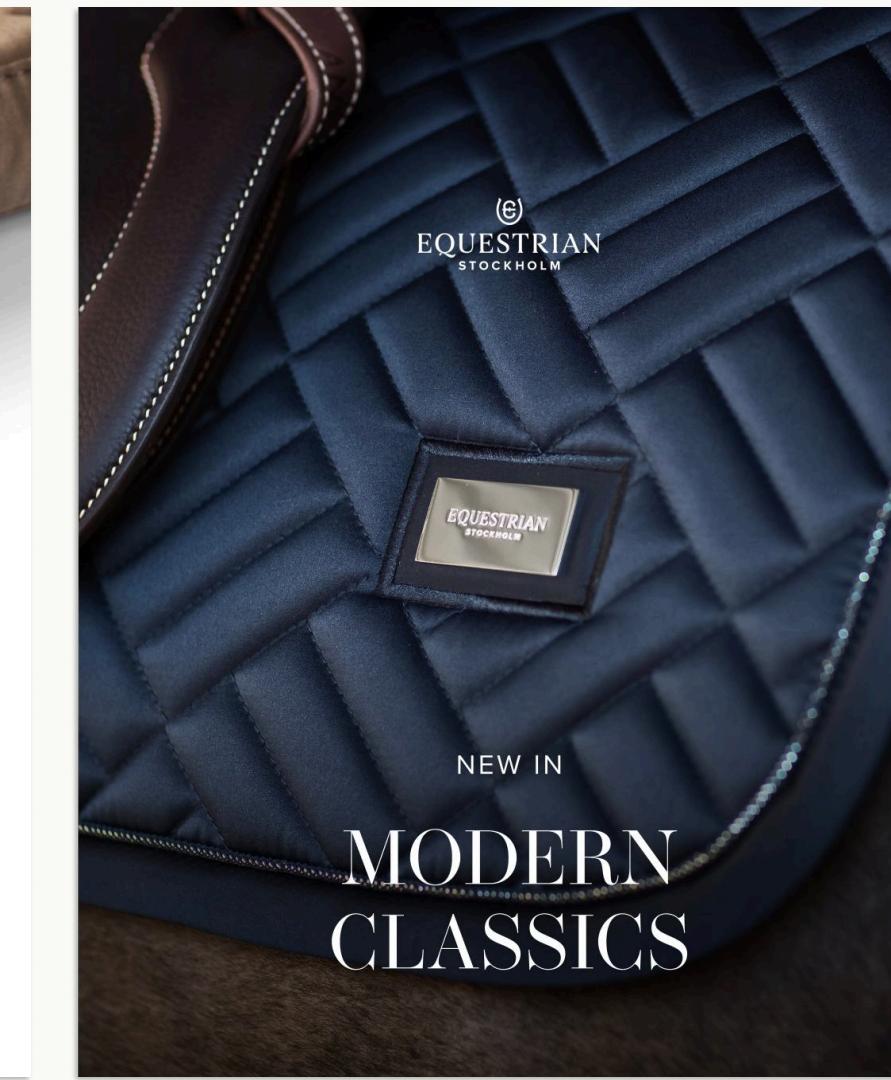
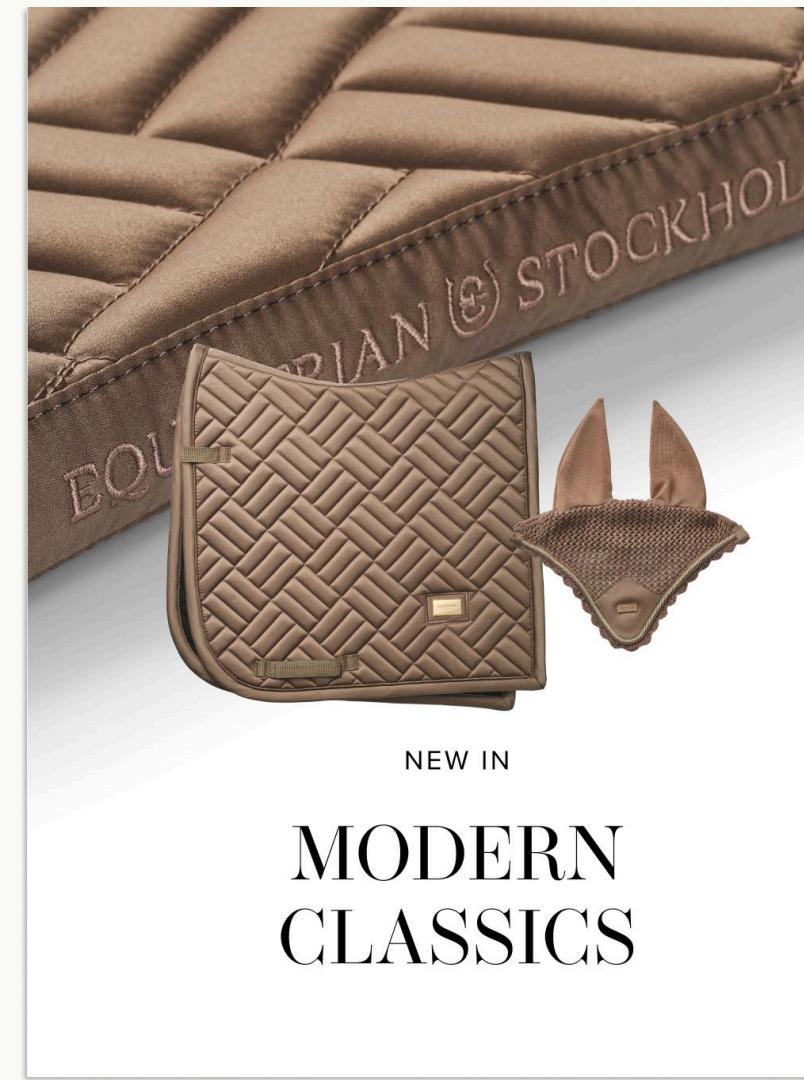
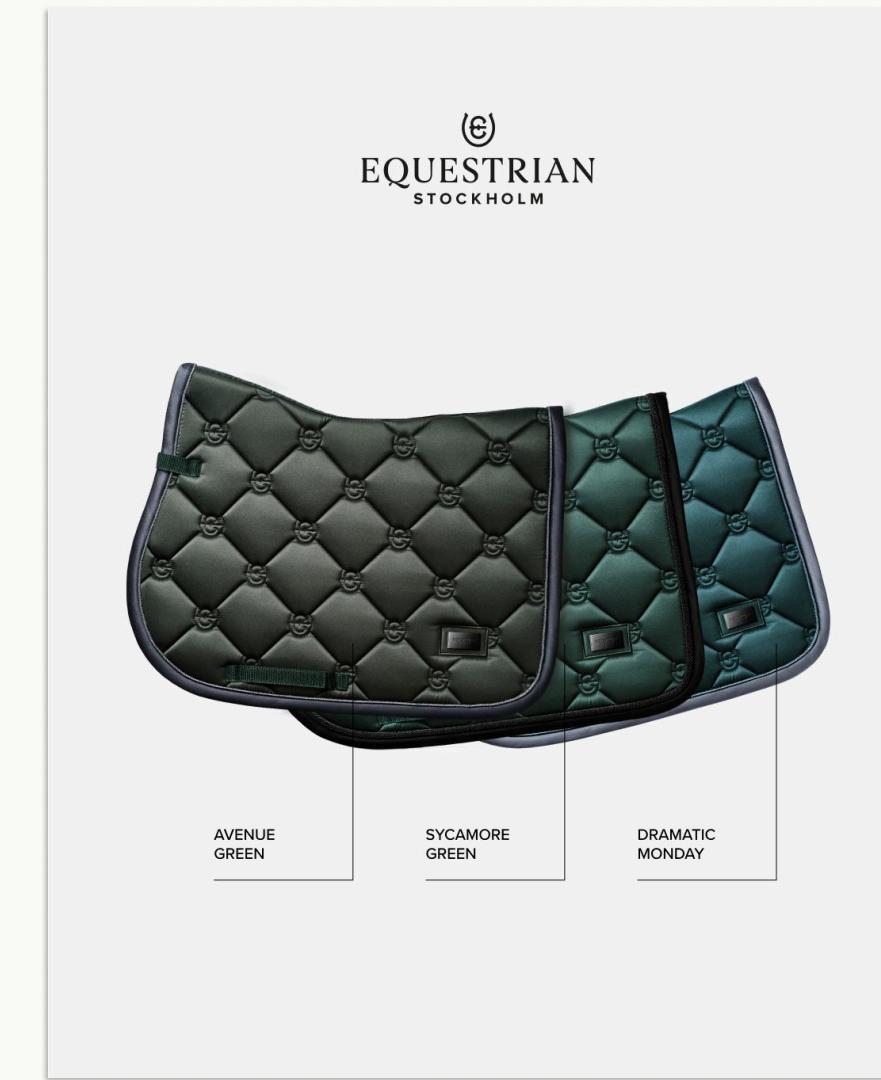
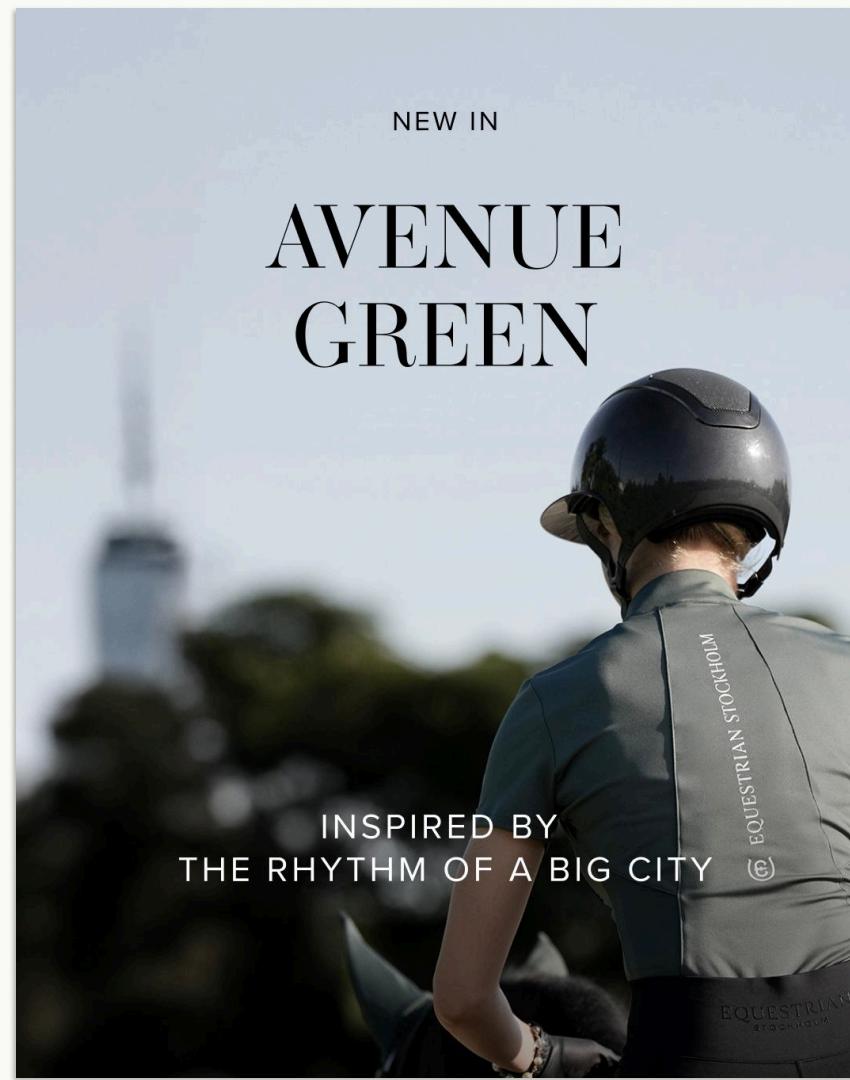
FINISH THE LOOK
WITH THE CELEBRATION TOTE

NEW LAUNCH
AD DESIGN



OFFER/SIGN UP
AD DESIGN



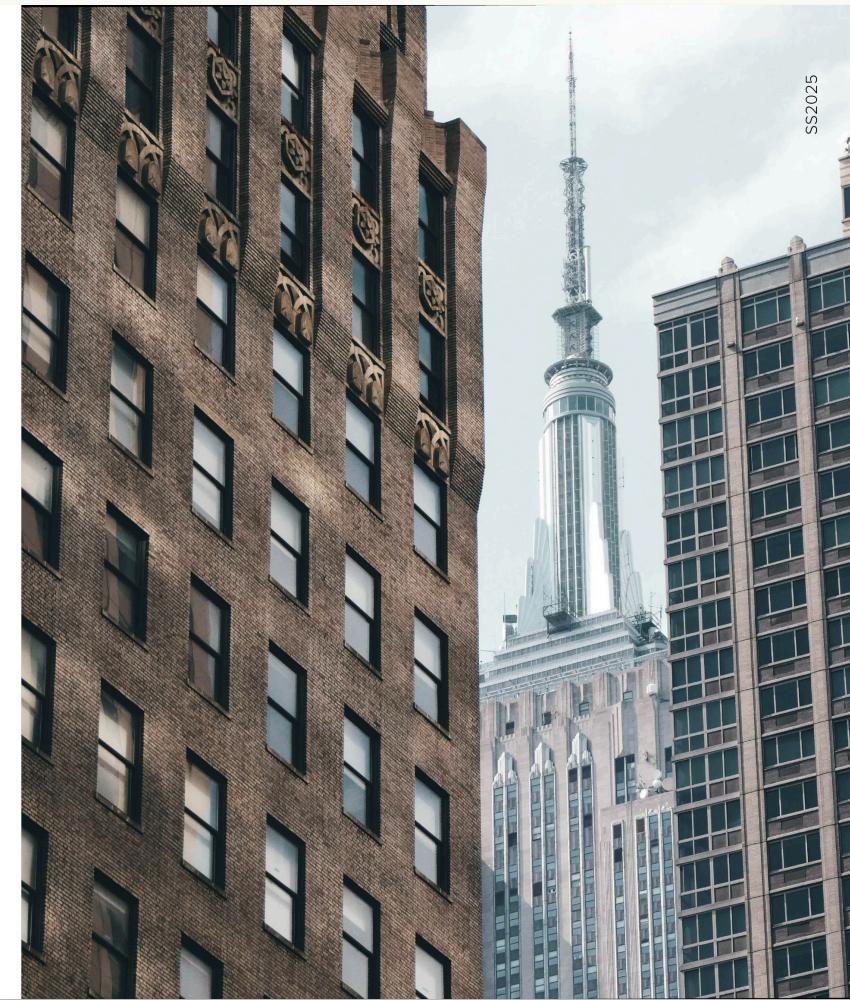
INSTAGRAM POSTS
DESIGN

AVENUE GREEN

SADDLE UP. OWN THE ARENA. RIDE TO YOUR BEAT.

The Avenue Green collection embodies strength and confidence, designed for the powerful rider who commands attention both in and out of the arena. Inspired by the energy of a city full of movement and possibility, this collection channels a spirit of determination. Featuring Cold Army Green and Asphalt Blue, paired with deep black and shimmering silver details, every piece is crafted to empower.

Discover essentials like our Saddle Pads, Mesh Boots, and the ultra-comfortable Teddy Jacket—a must-have for crisp days. This versatile collection also includes sleek tops, gloves, and caps, seamlessly blending practicality with refined design. Designed to inspire confidence and elevate every moment, this collection ensures you and your horse perform and look your absolute best.



TEDDY FLEECE JACKET

A SOFT AND WARM FLEECE FOR LASTING COMFORT.

Crafted from luxuriously soft fleece, the Teddy Jacket keeps you warm whether you're riding or enjoying the outdoors. A high collar blocks wind, while a sleek zippered side pocket keeps your essentials secure and within easy reach.



MATCH WITH:
Illusion Top &
Riding Gloves Motion



NON-RECYCLED
POLYESTER FIBER
ANTI-PILLING
SOFT TOUCH
KEEPS YOU WARM

MAY

100% Linen

PERFECT SUMMER PIECE LINEN SHIRT

The Midsummer Dream Linen Shirt is a timeless essential for warm days, crafted from 100% linen to offer natural breathability and a cool, airy feel. Designed for the elegant rider, it blends effortless style with practical comfort—lightweight, refined, and endlessly versatile. Featuring small ES embroidery and cuffed sleeves adorned with delicate faux mother-of-pearl buttons, this shirt transitions seamlessly from stable mornings to summer gatherings.

"We created the Linen Shirt to be that perfect go-to piece... elegant, breathable, and versatile enough to carry you from stable mornings to summer dinners."

ES DESIGN TEAM

MIDSUMMER DREAM



CLASSIC MESH BOOTS

ULTIMATE COMFORT AND BREATHABILITY FOR EVERY RIDE

Engineered for the toughest riding sessions, these mesh boots keep your horse comfortable and cool with breathable mesh and ventilated padding. Lightweight yet durable, they're built to last while offering a perfect, form-fitting design.



MESH
3D Breathable Air Mesh
in Cold Army Green



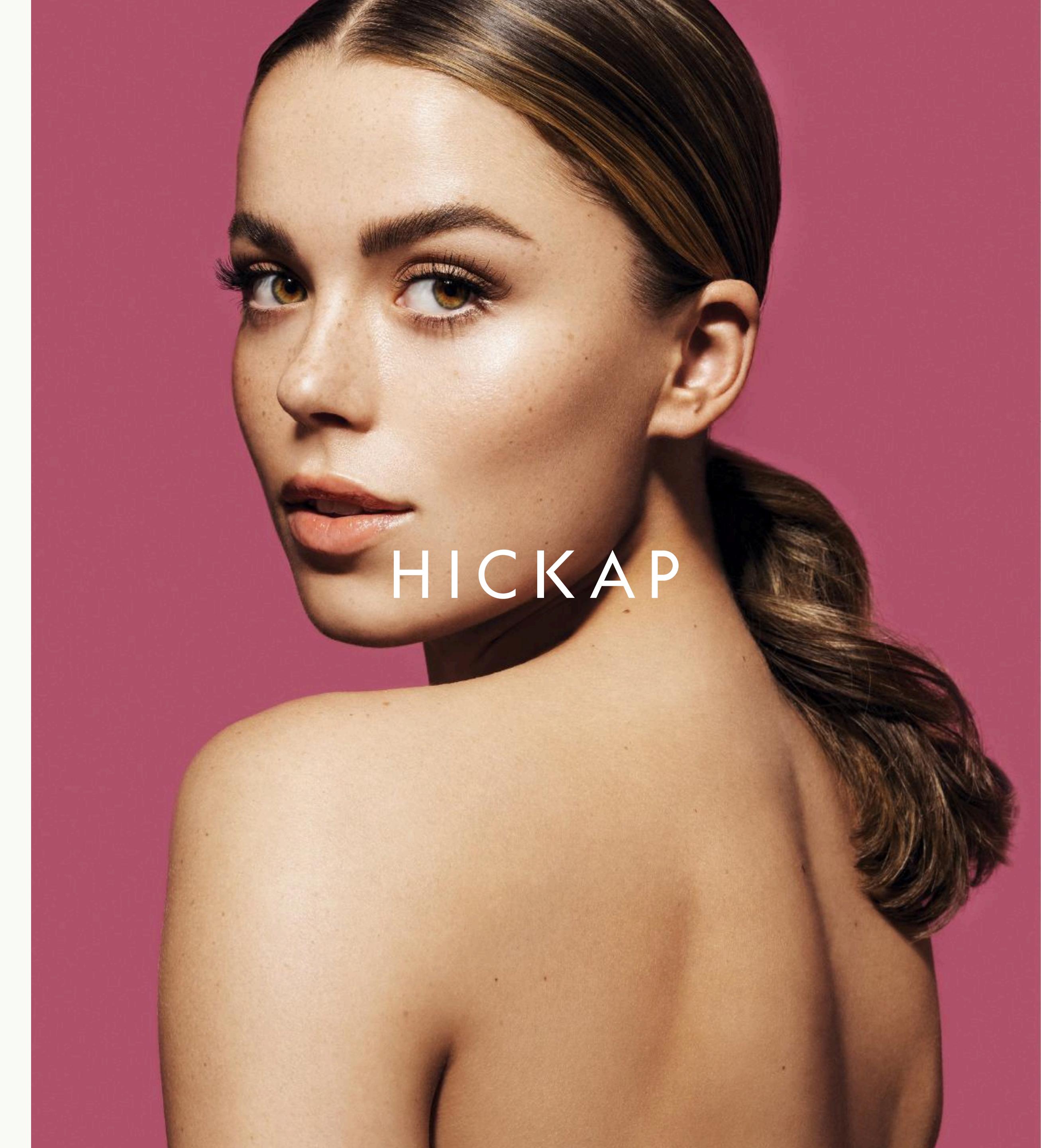
Hickap

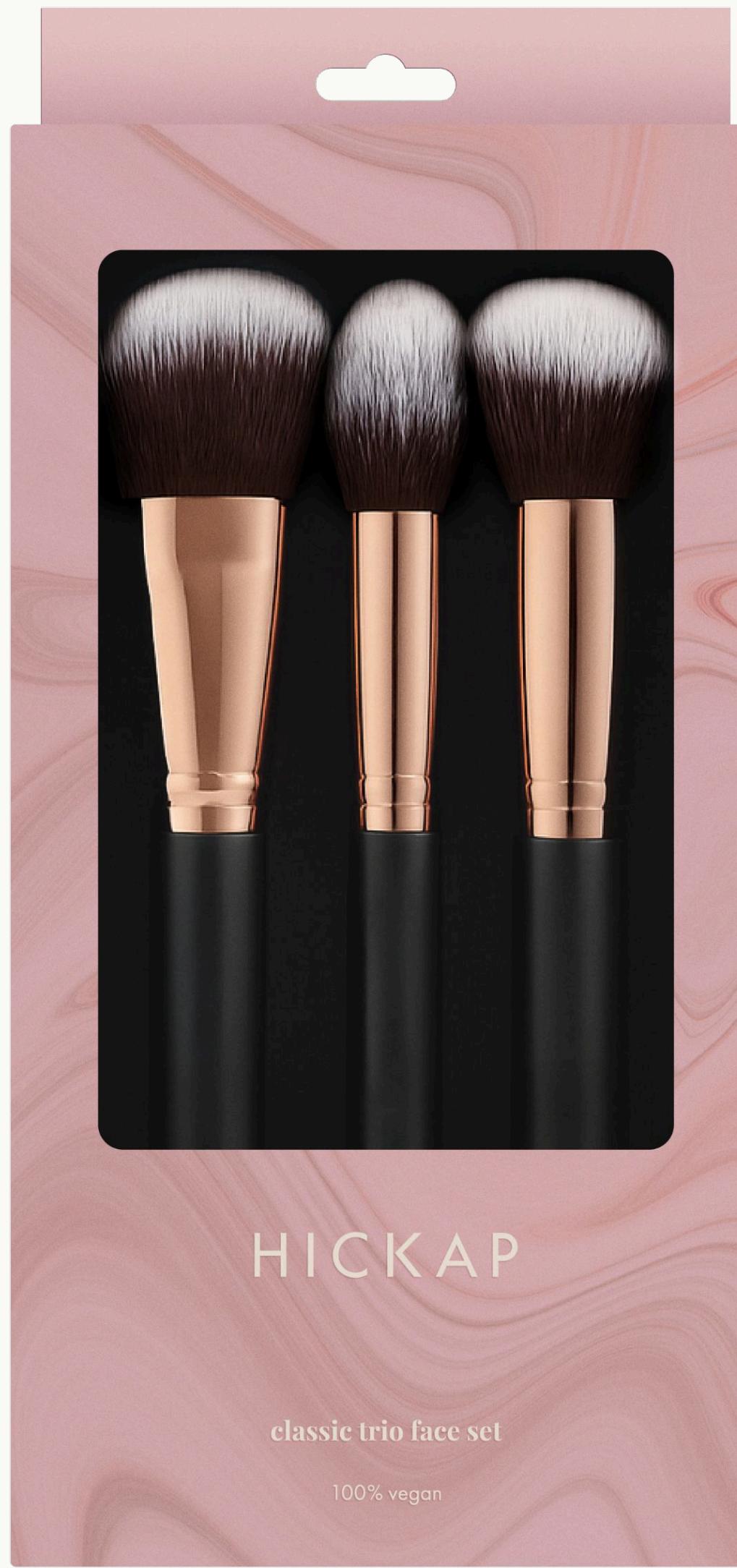
SERVICES

Packaging
PR Design
Photography
Illustration

DESCRIPTION

Hickap is a swedish skincare and makeup brand founded by Wilma and Emil Holmqvist. During my time at Svenska Kärmfabriken, I contributed through packaging design, PR content design such as press releases, and photography. I also designed and illustrated the packaging for the brand's first two Christmas calendars, which can be shared privately upon request.







NYHET!

Wilmas förtrollande fransar

NU AVSLÖJAR VI HEMLIGHETEN!

En oemosträndlig blick börjar med vackra och välmående ögonfransar. Hickaps Mad Definition Mascara både definierar och ger dig vackert långa fransar med några enkla sver. Tillsammans med nyheten Lash & Brow Boosting Serum får du fylliga fransar och bryn med maximal volym. Allt du behöver inför vinterns kommande högtider!

"Visst finns det viktigare saker i världen än perfekta ögonfransar. Men det skadar inte."

– Wilma Holmqvist



Mad Definition Mascara
Intense Black

100% vegansk • 8 ml • 229 SEK

Mad Definition Mascara är en lyxig mascara utvecklad för att ge dig vackra och långa fransar med fulländad definition, ända från fransarnas rötter. De kolsvarta pigmenten ger en snugg och djup svarta som verkligen förhöjer din look.

Mascaran kommer med en dubbelsidig applikator med borste och kam på varsin sida. Använd borsten för att ladda ögonfransarna med färgpigment och definiera/kamma ögonfransarna med kammen för ultimata definition. Den fina kammen ger dig möjlighet att separera fransarna från rötterna vilket ger fransarna ett längre intryck. För extra intensitet, applicera ytterligare färg med borsten. Upprepa tills önskvärt resultat (volym och/eller definition) uppnås. Innehåller naturliga hudvänliga ingredienser som vitamin C, polysackarider och vitamin E som värderar och ger volym till fransarna.

- Innovativ applikator med både borste och kam.
- Ger definition, volym och längd till fransarna.
- Sitter hela dagen utan att kladda eller smula (snö-, regn-, fuktighet- och tårsistent).

Gör så här:

1. Ladda ögonfransarna med färgpigment genom att använda borsten.
2. Definiera och separera ögonfransarna med kammen för ultimata definition ända från fransarnas rötter.
3. För extra intensitet, applicera ytterligare färg med borsten.

Upprepa tills önskvärt resultat (volym och/eller definition) uppnås.



Dewy Lips Velvet Gloss

100% vegansk • 5 ml • 199 SEK

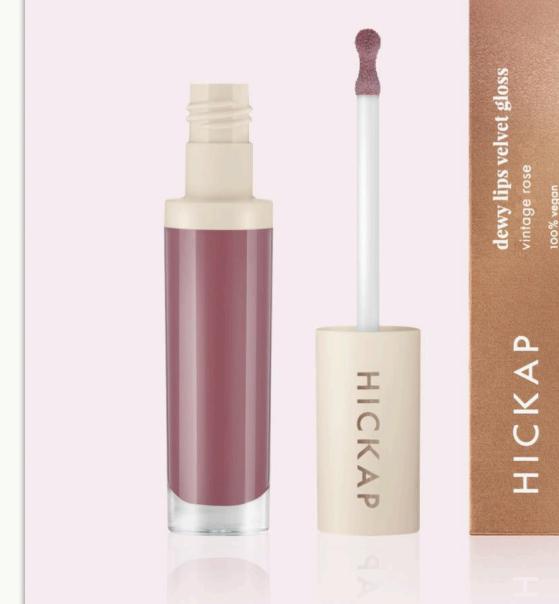
Hickaps läppgloss ger naturligt snugg nyans och perfekt glans utan klubbig känsla. Resultatet är jämnare, mjukare och fylligare läppar med intensifierad färg och underbar doft. Liksom alla Hickaps produkter är de 100% veganska och fullmatade med hudvänliga aktiva ingredienser. Hyaluronsyra verkar djupt återfuktande och bidrar till en plumpande effekt. C-vitamin och omega-3/6-lugnor, mjukgör och motverkar irritation samtidigt som intensivt vårdande ingredienser hjälper till att skydda mot ytterligare miljöpåverkan och skädliga fria radikaler.

Dewy Lips Velvet Gloss finns i fem olika nyanser som passar fint tillsammans med Hickaps läpppennor. För att skapa illusionen av fylligare läppar är Dewy Lips Velvet Gloss en halv nyans ljusare än tillhörande nyans i läpppenna.

Gör så här:

Använd ensamt eller ovanpå ett läppstift eller en läppenna. Matcha gärna din nyans av Dewy Lips Velvet Gloss med tillhörande nyans av Mad Precision Lip Pencil.

Tips! Dunta lite lip gloss på kindbenen för en komplett dewy look.



NYHET!

Wilmas fylliga läppar

NU AVSLÖJAR VI HEMLIGHETEN!

Nu lanserar vi den perfekta duon för vackra och välmående läppar. Dewy Lips Velvet Gloss ger dig jämnare, mjukare och fylligare läppar utan den där klubbiga känslan. Tillsammans med nyheten Mad Precision Lip Pencil får du intrycket av fylligare läppar med vacker färg. Perfekt för sommarens alla festligheter!

"Värta lip gloss ger en magiskt fin glans och kommer i fem snugga nyanser. Dessutom är de fulla av hudvänliga ingredienser som värderar och återfuktar läpparna. Oslagbart!"

– Wilma Holmqvist





Recipe for men

SERVICES

Art Direction
Packaging
Marketing & Campaign Design
PR Design
Photography

DESCRIPTION

Recipe for Men is a skincare brand creating advanced, high-performance products for men. During my time at Svenska Krämfabriken, I worked as Art Director and developed creative concepts, designed product packaging and campaigns, produced PR content and photography that strengthened the brand's market presence, reflected its values, and appealed to its audience.



Logical skincare
Recipe for men™



Logical skincare
Recipe for men™

**Instant Recharge
Face Serum**

**Gesichtsserum
Sérum pour le visage**

This oil-free, supercharged face serum with hyaluronic acid and niacinamide strengthens your skin and helps minimize signs of aging such as fine lines and wrinkles. Apply twice a day to stay fresh and preserve a youthful appearance. Follow up with your favorite moisturizer from Recipe for men.

- Fights wrinkles and lines
- Energizes and hydrates
- Promotes radiant and even skin

Logical skincare
Recipe for men™



**LOGISK HUVÅRD,
SYNLIGA RESULTAT.**

Recipe for men har sedan 2002 utvecklat effektiva produkter som håller vad de lovar, löser problem och levererar synliga resultat.

På våra breddgrader behöver huden extra fukt och energi – speciellt på vintern när luften är kall och torr. Läs mer om våra ansiktskrämer på www.recipeformen.se




Under Eye Gel
Gel Contour des Yeux
Augenpflege Gel

A refreshing eye contour gel minimizes puffiness and the appearance of dark circles. Hexapeptide chalone, dipептиde WW and isopeptides Pal-GQR in complex with green tea and hyaluronic acid help reduce the appearance of puffiness, and increases skin elasticity. Apply a small amount whenever fed. Tip: Enjoy the ice-cold sensation of Under Eye Gel straight from the refrigerator.

Instant Recharge Face Serum
Gesichtsserum
Sérum pour le visage

This oil-free, supercharged face serum with hyaluronic acid strengthens your skin and helps reduce signs of aging such as fine lines and wrinkles. Apply a small amount whenever fed. Tip: Enjoy the ice-cold sensation of Under Eye Gel straight from the refrigerator.

Facial Cleanser
Gel Nettoyant Visage
Gesichtsreinigungsgegel

A revitalizing facial cleanser that clears out dirt and grease without drying your skin. A highly effective cleansing formula prepares your skin for toner and leaves it energized, clean, and hydrated. Recipe for men's special ingredient cocktail of vitamins and herbs reduces skin oiliness, only in the morning before shaving, and reduces skin oiliness, only in the morning before shaving, and reduces skin oiliness, only in the morning before shaving.

Pore Minimizing Anti-Shine Toner
Tonique Anti-Brillance
Toner Anti-Nachtfettung

A daily matifying fluid that minimizes shine and the appearance of enlarged pores. The exclusive hexapeptide chalone, dipептиde WW and isopeptides Pal-GQR in complex with green tea and aloe vera with a flawless matte finish. Apply a small amount whenever fed. Tip: Enjoy the ice-cold sensation of Under Eye Gel straight from the refrigerator.

Facial Moisturizer
Crème Ultra Hydratante / Intensiv Feuchtigkeitscreme

A tool for油性 skin. This super-hydrating cream is developed to keep your face soft and smooth at dry times. The hydrating formula is especially recommended for active men with oily skin that needs extra moisture and protection. Our unique complex of vitamins and herbs provides nourishing and energizing action. Use after shaving or whenever your skin feels tired or thirsty. Massage gently onto clean face.

Facial Moisturizer +
Crème Ultra Hydratante / Intensiv Feuchtigkeitscreme

A daily moisturizing cream that hydrates to infused with powdery silk. Helps young skin stay hydrated and almost invisible. Adds youthful glow to skin. Smoothing formula leaves skin with a smooth, matte finish. Apply a small amount whenever fed. Tip: Enjoy the ice-cold sensation of Under Eye Gel straight from the refrigerator.

Bounir

SERVICES

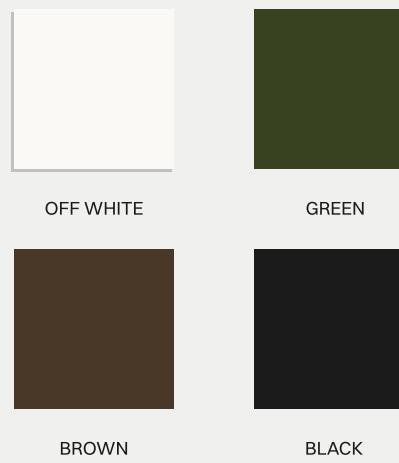
Visual Identity
Newsletter & Flows Design
E-com Content Design
Packaging
Illustration

DESCRIPTION

Bounir is a Scandinavian vegan accessories brand founded by Isolina Fedel in 2019, combining sleek minimalism with practical functionality. I developed a new visual identity, from refining the logo to updating communication design across print and digital, including new email templates, new social media assets, and automated email flows to strengthen e-commerce performance and maintain brand consistency.



Primary Colours



Typography

The Seasons

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Åå Ää Öö



BOUNIR

FAST DELIVERIES MORE THAN 15.000 HAPPY COSTUMERS PAY WITH KLRNA

THANK YOU FOR JOINING US

A *warm* WELCOME TO THE *world* OF BOUNIR

[GO TO BOUNIR.COM](#)



WFH Laptop Case

Did you know? Bounir's Work From Home laptop cases feature an integrated mouse pad made from vegan leather, allowing you to work anywhere!

[SHOP](#) [MORE ABOUT BOUNIR](#)

STYLED BY: ELLE VOGUE

[FOLLOW US](#)

GET 15% OFF ON YOUR FIRST PURCHASE CODE: HELLO THERE

Get to *know* us *better*

UPDATES WITH THE LATEST NEWS FREE SHIPPING OVER 150€ EXCLUSIVE INVITES AND OFFERS

"We will only email you when we have something to say"



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WFH Laptop Case

Did you know? Bounir was inspired by our founder Isolina Fedel's frustration during a class at Parsons School of Design in New York!

[SHOP](#) [MORE ABOUT BOUNIR](#)

STYLED BY: ELLE VOGUE

[FOLLOW BOUNIR](#)

K. PAY LATER WITH KLRNA FREE SHIPPING OVER 150€

No longer want to receive these emails? [Unsubscribe](#).

BOUNIR

FAST DELIVERIES MORE THAN 15.000 HAPPY COSTUMERS PAY WITH KLRNA

EXPLORE *the world* OF BOUNIR



OUR STORY

Bounir started out of frustration in one of my classes at Parsons School of Design in New York. I was commuting to Parsons on 5th Avenue from my apartment in Tribeca.

During my commute, I kept my MetroCard tucked between my phone and a simple black phone case, and guess who ended up breaking her phone case every now and then? Yep, that was me! I started looking for a stylish pocket to attach to my phone case but couldn't find anything I liked...

So I began sketching, and the rest is history.



SKETCHING AT PARSONS FIRST SAMPLES! SKETCHING LOOTYPE! FIRST SNEAK-PEAKS! CONTENT SHOOT AND LAUNCH!

BOUNIR NOV. 2024

FAST DELIVERIES MORE THAN 15.000 HAPPY COSTUMERS PAY WITH KLRNA

Isolina's *Christmas* Gift Guide

It's the most wonderful time of the year! After two months of constant travel, I'm happy to be back in Sweden with family and friends for a few weeks. My team asked me to gather my favorite pieces from Bounir and recommend what to get your loved ones for Christmas. Here we go, and do not hesitate to reach out to our team with any questions. By the way, these are the **last days** to get two for one — an offer that won't come back again.



WFH Khaki LAPTAC CASE [SHOP NOW](#)

WFH Braided Black LAPTAC CASE [SHOP NOW](#)

WFH Burgundy LAPTAC CASE [SHOP NOW](#)

WFH Coffee Brains LAPTAC CASE [SHOP NOW](#)

FOR YOURSELF



1 2 3 4 5 6 7

Today we are a team that lauds and loves what we do, all thanks to you!

BOUNIR

FAST DELIVERIES MORE THAN 15.000 HAPPY COSTUMERS PAY WITH KLRNA

We miss *you*!

We haven't heard from you in a while and I just want to make sure to keep you up to date.

ENJOY 20% OFF + FREE SHIPPING

20% OFF WITH CODE: MISSYOU

[GO TO BOUNIR.COM](#)

WFH Khaki LAPTAC CASE [SHOP NOW](#)

WFH Braided Black LAPTAC CASE [SHOP NOW](#)

WFH Burgundy LAPTAC CASE [SHOP NOW](#)

WFH Coffee Brains LAPTAC CASE [SHOP NOW](#)

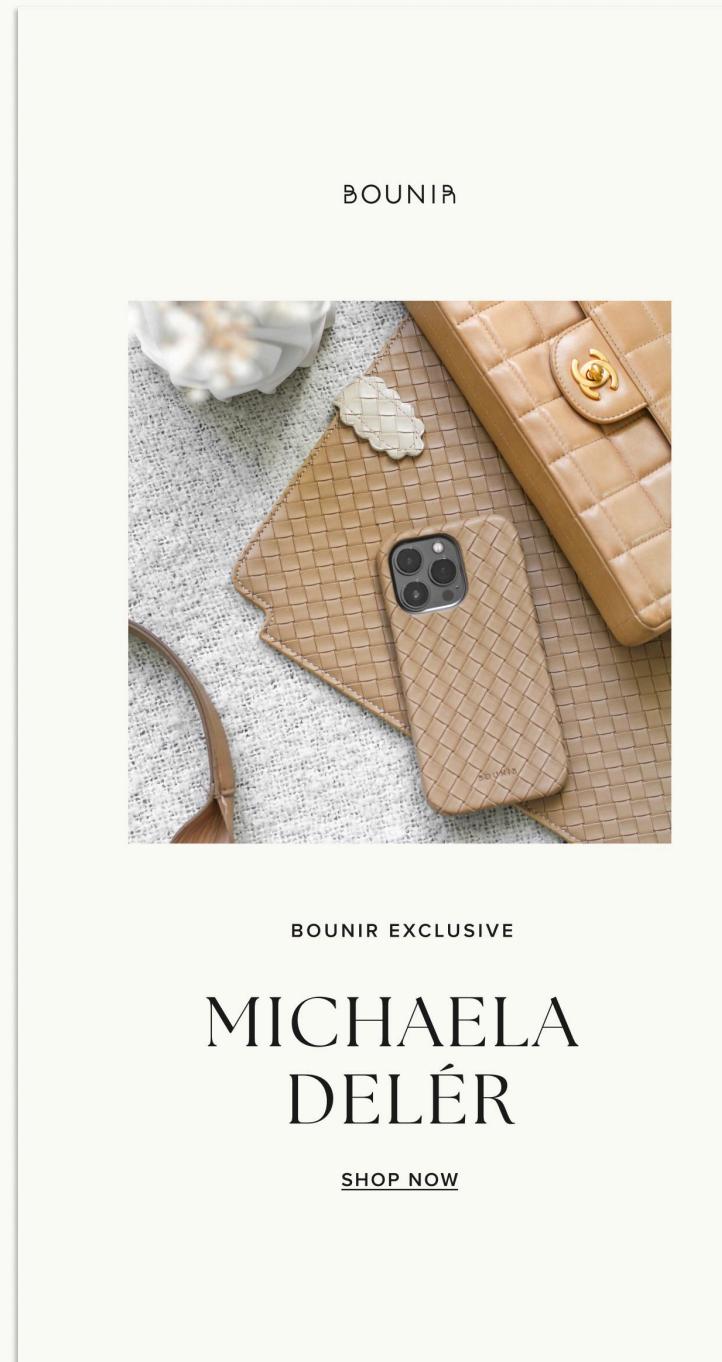
Social proof

We know trying something new can be hard. But there's a reason our customers keep using our products.

★★★★★

"Absolutely the best, most stylish, and luxurious phone case I own. A bonus is that it also protects the phone very well since the edges rise well above the screen. Definitely going to make another purchase!"

ALEXANDRA M.



CONTACT

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