

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
Jan 2025 - June 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.



Nº 1 QUIET COASTLINES

1000 PIECES

THE ART OF ATTENTION

THE ART OF ATTENTION

QUIET COASTLINES IS THE FIRST PUZZLE
IN THE ART OF ATTENTION SERIES,
A COLLECTION DESIGNED TO
ENCOURAGE PRESENCE, FOCUS,
AND MINDFUL ENGAGEMENT.

1000 PIECES
SIZE: APPROX. 70 x 50 CM
RECOMMENDED AGE: 12+

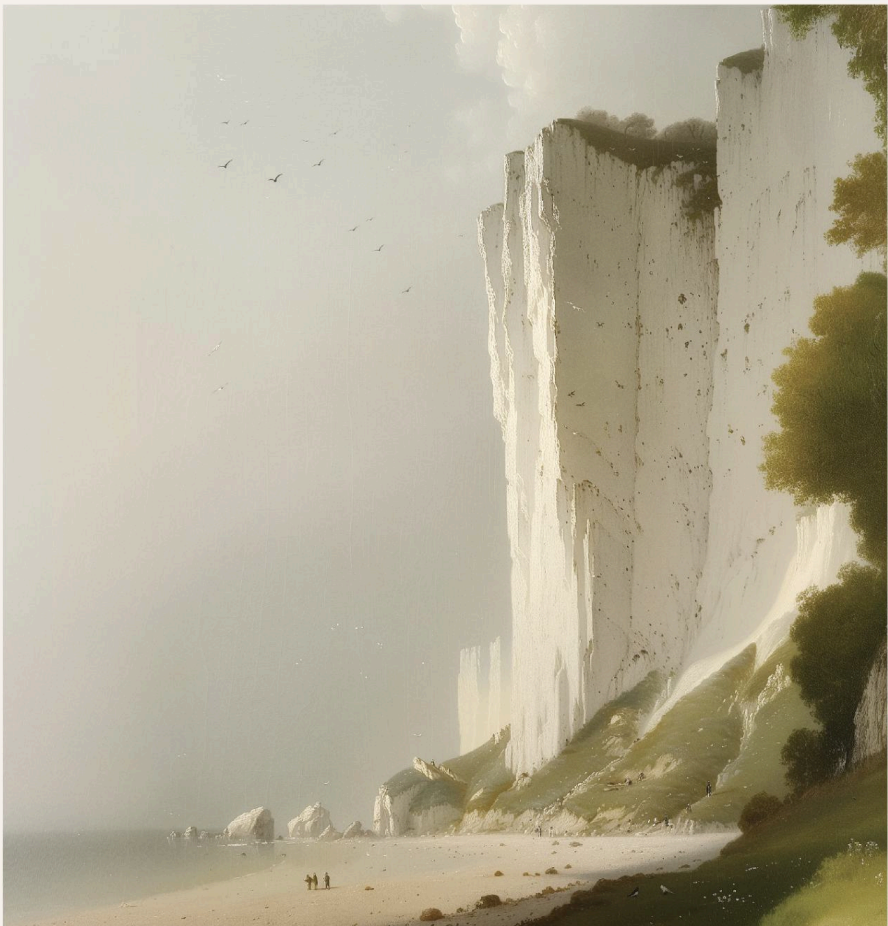
Mindful Avenue creates thoughtfully designed journals,
planners, and paper goods focused on mental wellbeing,
reflection, and intentional living.

Made in Europe.
Designed in Stockholm, Sweden.
Find more at mindfulavenue.com



THE ART
OF ATTENTION
N° 1 QUIET
COASTLINES

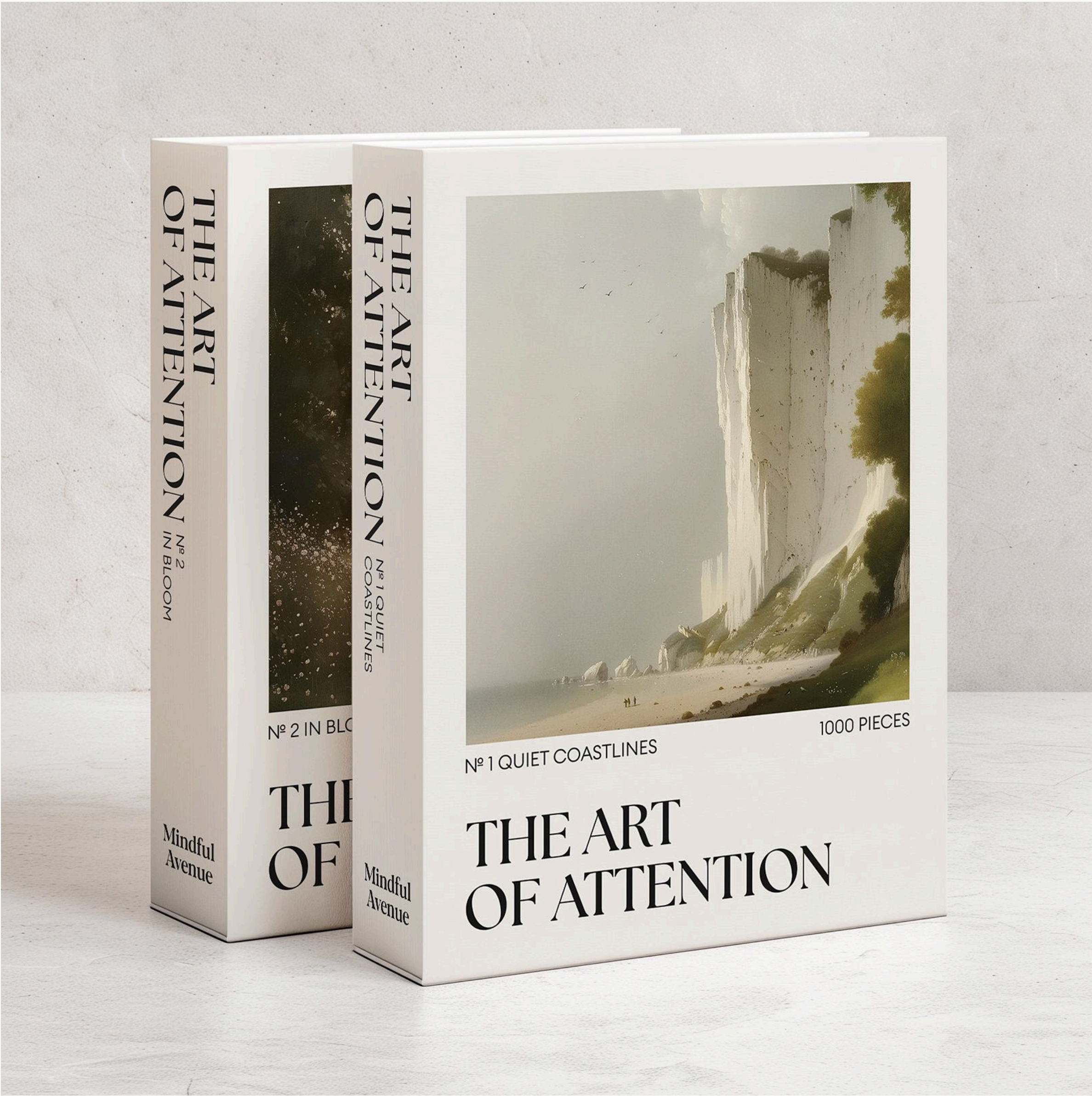
Mindful
Avenue



N° 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 Kråmfabriken, 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

HÅROLOGI

HAIR CARE THROUGH LIFE

Anna Wikström

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+ 46 (0)70-149 73 21

ANNA@HAROLOGI.COM

SANKT ERIKSGATAN 119, 113 43 STOCKHOLM

WWW.HAROLOGI.COM

INFO@HAROLOGI.COM

WELCOME



Our Philosophy Starts With You

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.

WWW.HAROLOGI.COM

Primary Colours



Secondary Colours



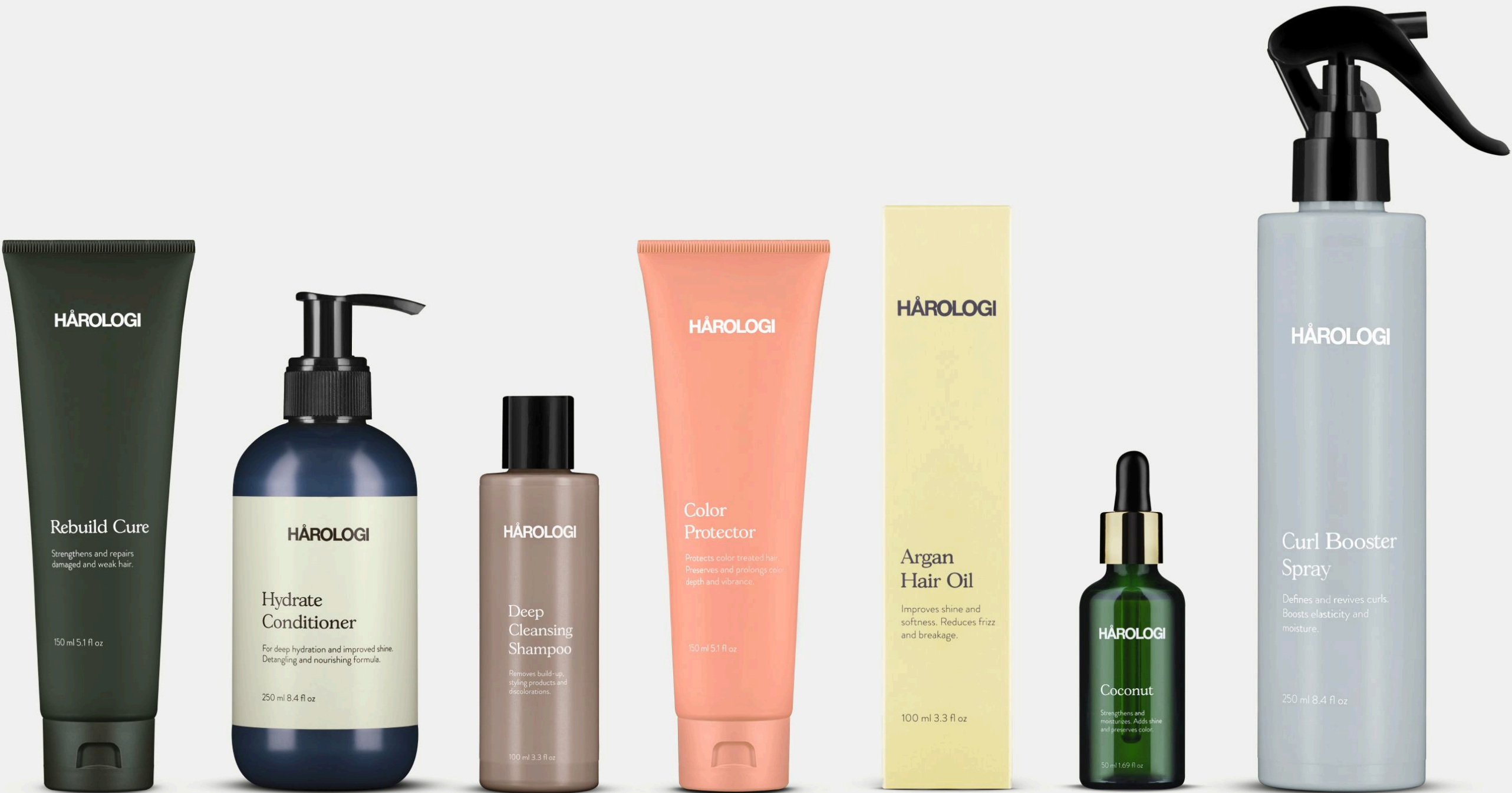
Typography

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

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







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 hurologi.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.




EQUESTRIAN
STOCKHOLM

EQUESTRIAN STOCKHOLM

BESTSELLERSNEWS

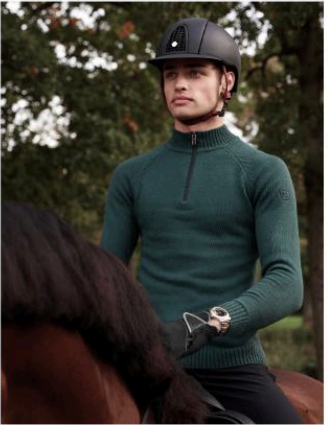
SADDLE PADS



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

Air Breeze Sunshirt Men

Dressage Saddle Pad

Teddy Fleece Jacket Black

EQUESTRIAN STOCKHOLM

BESTSELLERSNEWS

SADDLE PADS

MATT'S FAVORITES

Air Breeze Sunshirt Men

Dressage Saddle Pad Champagne

Teddy Fleece Jacket Black Men

DISCOVER MORE



Matt has been part of the Equestrian Stockholm family for seven years, shaping collections that reflect his vision and our shared passion for innovation.

"What I love about working with Equestrian Stockholm is the creative freedom they give me. They are always coming up with refreshing designs and exciting concepts, with an open mind toward the future."

— Matt Harnacke

Matt believes in keeping his horse engaged and attentive, even during the simplest daily routines. One of his go-to exercises starts while tacking up.

"I make sure my horse is always aware of my movements, reacting to my voice and touch cues. This keeps them engaged and sensitive. Even when changing sides to groom, they naturally give me space and stay relaxed, preparing them for a focused ride. Small adjustments like these can create a more responsive and connected partnership with your horse—on the ground and in the saddle."

— Matt Harnacke



FOLLOW US

@esstockholm

@matt_harnacke

BESTSELLERSNEWS

SADDLE PADS



Need any help? Contact our customer service by email.

Equestrian Stockholm AB, Eskäringsgatan 19, 121 62, Johanneshov

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EQUESTRIAN STOCKHOLM

BESTSELLERSNEWS

SADDLE PADS

NEW IN



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

TEDDY FLEECE JACKET

HIGH COLLAR FOR EXTRA WARMTH

SUPER SOFT WARM FLEECE

SIDE POCKETS WITH ZIPPER

HIDDEN RIBBED CUFFS WITH THUMB HOLES



Teddy Fleece Jacket Avenue Green

Dressage Saddle Pad Avenue Green

Ear Bonnet Avenue Green

The Avenue Green collection is more than just apparel – it's your edge in the arena. Designed for freedom of movement, ultimate comfort, and peak performance, it lets you ride with zero distractions and full focus. Ready to ride to your best?

CLASSIC MESH BOOTS



EQUESTRIAN STOCKHOLM

BESTSELLERSNEWS

SADDLE PADS

NEW IN



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



Dressage Saddle Pad Bordeaux

Dressage Saddle Pad Champagne

Dressage Saddle Pad Midnight Blue

Since the very beginning, Bordeaux, Champagne, Midnight Blue, and Black have been more than just colours – they've been signatures of our brand and all-time favourites among riders around the world. Originally released in our Classic design, these timeless tones are now reinterpreted in a fresh way.

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.



EQUESTRIAN STOCKHOLM

BESTSELLERSNEWS

SADDLE PADS

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



CHAMPAGNE MODERN

CHAMPAGNE CLASSIC

Dressage Saddle Pad Champagne

Jump Saddle Pad Champagne

Ear Bonnet Champagne

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.

MODERN QUILTING

MOISTURE WICKING

QUICK DRY

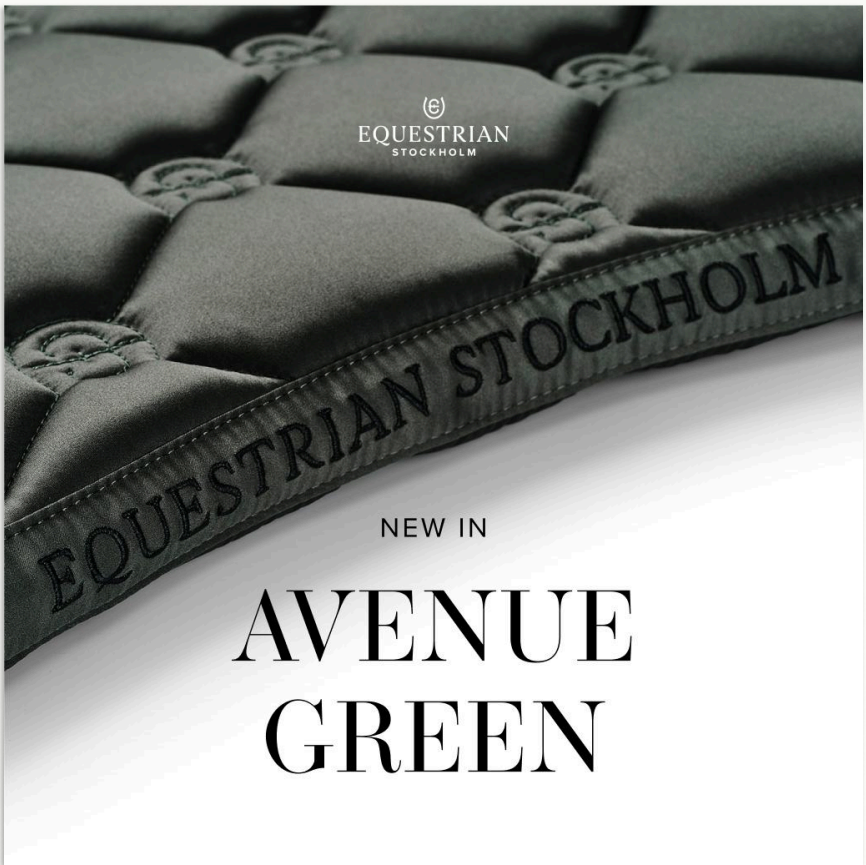
ANTI BACTERIAL



SHOP NOW

FINISH THE LOOK WITH THE CELEBRATION TOTE

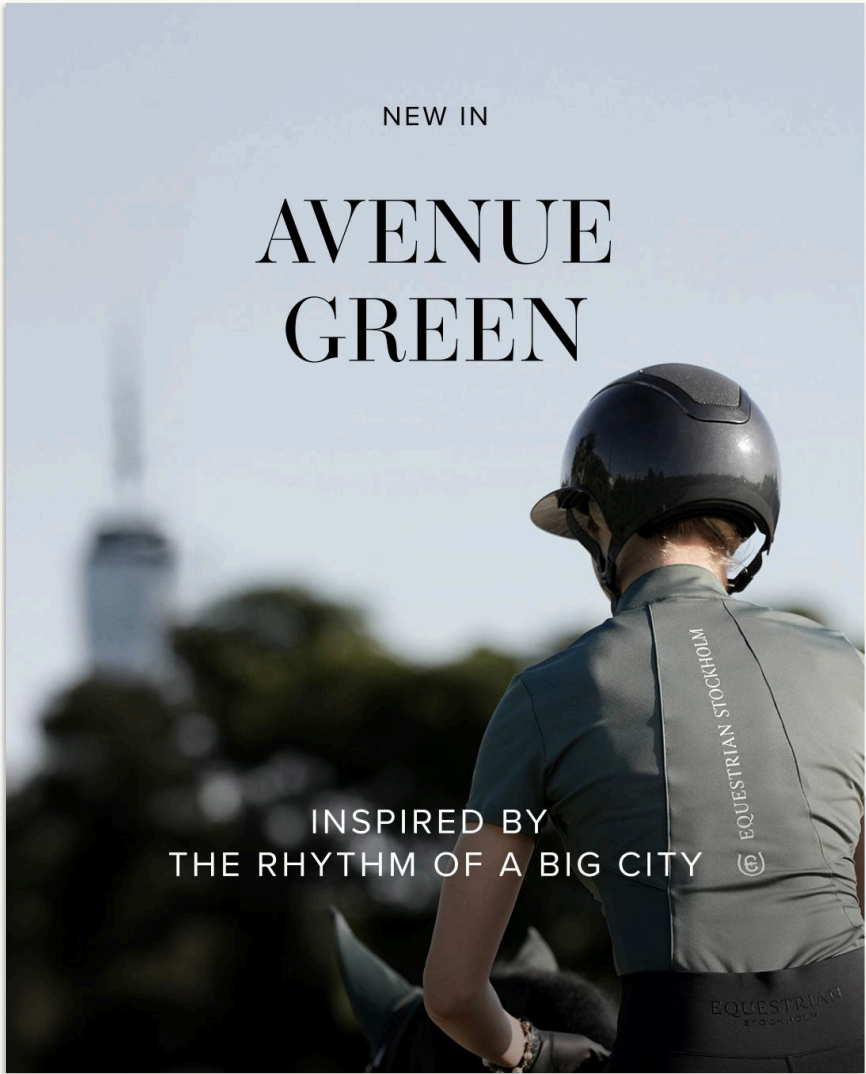
NEW LAUNCH
AD DESIGN



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.



SS2025

TEDDY FLEECE JACKET

A SOFT AND WARM FLEECE FOR LASTING COMFORM.

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.



MATCH WITH:
Classic Saddle Pad &
Ear Bonnet



PU
Synthetic Leather
in Cold Army Green

MESH
3D Breathable Air Mesh
in Cold Army Green





Thermal REGULATING



BREATHABLE MESH



LIGHTWEIGHT



MOISTURE WICKING

Images generated with AI.

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 K rmfabriken, 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.





Product Packshots generated with AI.



NYHET!

Wilmas förtrollande fransar

NU AVSLÖJAR VI HEMLIGHETEN!

En oemotståndlig blick börjar med vackra och välmående ögonfransar. Hickaps Mad Definition Mascara både definierar och ger dig vackert långa fransar med några enkla svep. 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

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 snygg och djup svärta 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 ultimät 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 vårdar 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 tårresistent).

Gör så här:

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

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

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

– Wilma Holmqvist

100% vegansk • 5 ml • 199 SEK

Hickaps läppglans ger naturligt snygg nyans och perfekt glans utan klabbig 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 lugnar, mjukgör och motverkar irritation samtidigt som intensivt vårdande ingredienser hjälper till att skydda mot yttre miljöpåverkan och skadliga fria radikaler.

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

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! Dutt 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 klabbiga känslan. Tillsammans med nyheten Mad Precision Lip Pencil får du intrycket av fylligare läppar med vacker färg. Perfekt för sommarens alla festligheter!

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

– Wilma Holmqvist

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– 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 menTM



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.

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



Logical skincare
Recipe for men™

**LOGISK HUDVÅRD,
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



Bounir

SERVICES

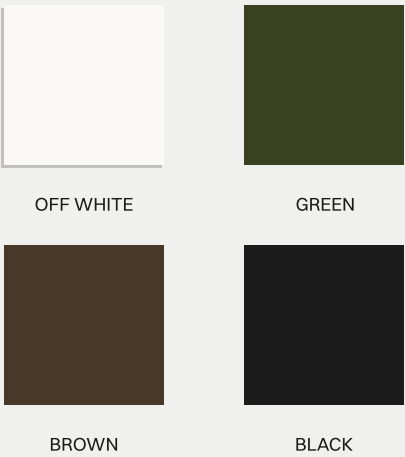
- Visual Identity
- Newsletter & Flows Design
- E-com Content Design
- Packaging
- Illustration

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 CUSTOMERS

PAY WITH KLARNA

THANK YOU FOR JOINING US

A warm WELCOME TO THE *world* OF BOUNIR

GO TO BOUNIR.COM



GET 15% OFF ON YOUR FIRST PURCHASE

CODE: HELLOTHERE

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"

WFH Laptop Case

Explore *more*

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

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

GET 15% OFF ON YOUR FIRST PURCHASE

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SHOP

MORE ABOUT BOUNIR

STYLEBY ELLE VOGUE

FOLLOW US



FOLLOW BOUNIR

K.

PAY LATER WITH KLARNA

🚚

FREE SHIPPING OVER 150€

No longer want to receive these emails? Unsubscribe.

BOUNIR

FAST DELIVERIES

MORE THAN 15,000 HAPPY CUSTOMERS

PAY WITH KLARNA

EXPLORE *the world* OF BOUNIR

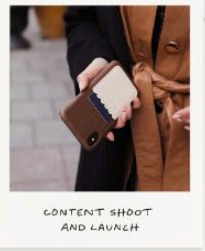


OUR STORY

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.



Today we are a team that laughs and loves what we do, all thanks to you.

BOUNIR

NOV. 2024

FAST DELIVERIES

MORE THAN 15,000 HAPPY CUSTOMERS

PAY WITH KLARNA

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 BRAIDED BURGUNDY LAPTOP CASE

I was stopped twice in the streets of London earlier this week because of this laptop case.. Finally back in stock!

SHOP HERE

FOR YOURSELF



1

2

3

4

5

6

7

BOUNIR

FAST DELIVERIES

MORE THAN 15,000 HAPPY CUSTOMERS

PAY WITH KLARNA

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



WITH INTEGRATED MOUSEPAD

WITH INTEGRATED MOUSEPAD

WFH Khaki LAPTOP CASE

WFH Braided Black LAPTOP CASE

SHOP NOW

SHOP NOW



WITH INTEGRATED MOUSEPAD

WITH INTEGRATED MOUSEPAD

WFH Burgundy LAPTOP CASE

WFH Coffee Brains LAPTOP CASE

SHOP NOW

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.

BOUNIR



BOUNIR EXCLUSIVE

MICHAELA
DELÉR

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BOUNIR



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