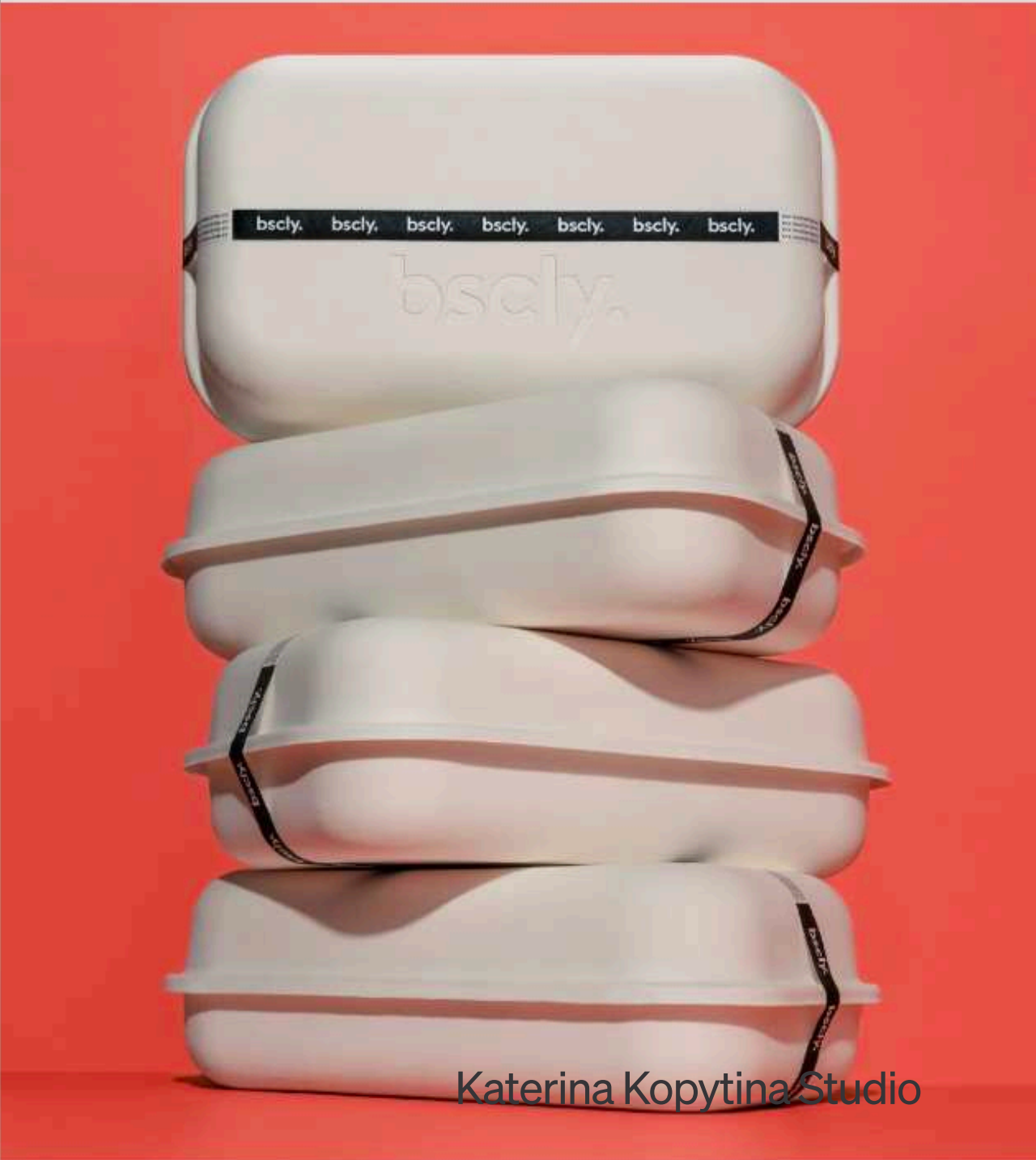


Katerina Kopytina Studio

Industrial design
from ideation
to launch



I am Katerina Kopytina,
an industrial designer based in San
Francisco.

I help hardware startups turn
pioneering ideas into tangible,
influential products.

My focus and passion are centered
on innovation, culture, and
sustainability.



Over the last 14 years, I've designed and launched:

7 consumer products (volume 250,000+ pcs)

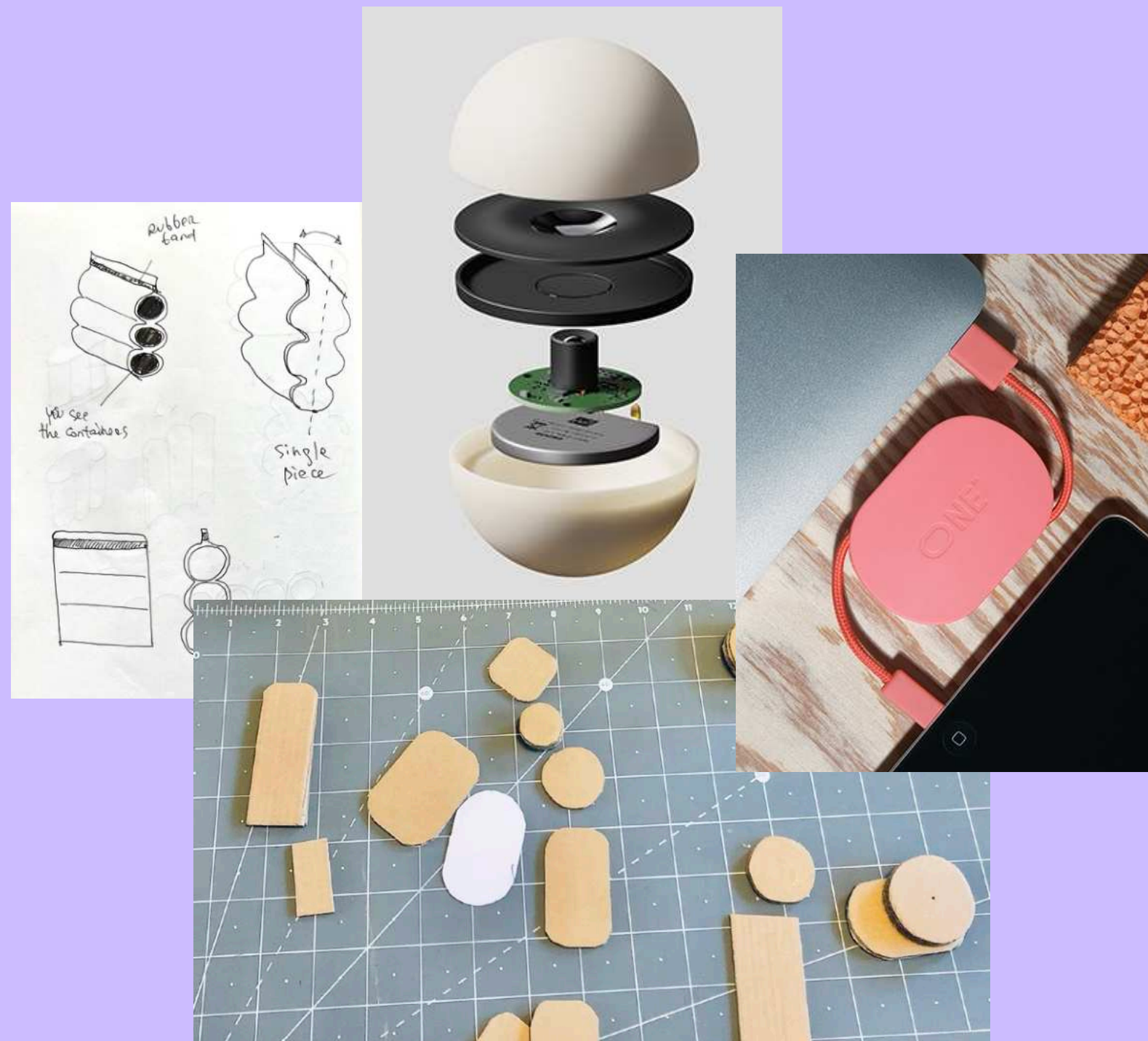
20+ Accessories and soft goods

15+ Packaging solutions

3 Lighting products

2 Lighting and home goods brands

Countless design concepts



domus



Wallpaper*

dezeen

FASTCOMPANY



fubiz™

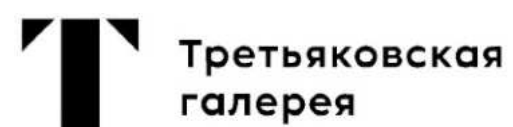
DIELINE

IGNANT



PACKAGING OF THE WORLD

yatzer



Awards Publications Museums

Services



Early-Stage Design Consulting

Before your design journey even begins, I will guide you in preparing a realistic timeline and budget for your product.

Understanding the complexities of design and manufacturing processes is essential — it's how I help clients save money, time, and emotional resources.

Throughout the design process, I place a strong emphasis on transparency and planning to help clients navigate their projects with confidence.



Design Strategy

Design strategy helps define the project's North Star and build a path to get there.

Through this thoughtful process, my strategy partners and I help discover opportunities and build ecosystems that extend the reach of your product.

This may include solutions for product families, accessories, potential partnerships, and more.



Industrial Design

The process begins by transforming your idea into a vivid design concept, setting the stage for its journey towards

becoming a tangible product. At this step, I work closely with you, as we collaborate with engineers, materials experts, and even scientists.

This interdisciplinary approach ensures that we build products that not only resonate with customers but are also efficient in production.



Packaging Design

Packaging is our first physical interaction with the product, and its importance is hard to underestimate.

Creating smart and sustainable packaging is crucial and is a subject of pride in its own right. On top of that, packaging offers an opportunity to convey your brand's values, quality, and attention to detail.

Through the use of sustainable materials and thoughtful design, I ensure our packaging solutions are both effective and environmentally responsible.



Manufacturing Support

This is the process where a project becomes a physical object exactly as it was designed.

At this stage, my role expands into detailed coordination with manufacturers and suppliers. I oversee the production process from start to finish, negotiate any necessary adjustments, and meticulously check the samples to make sure everything is on track.

The goal is to ensure your final product is exactly as planned, if not better.

Products



Columba.app



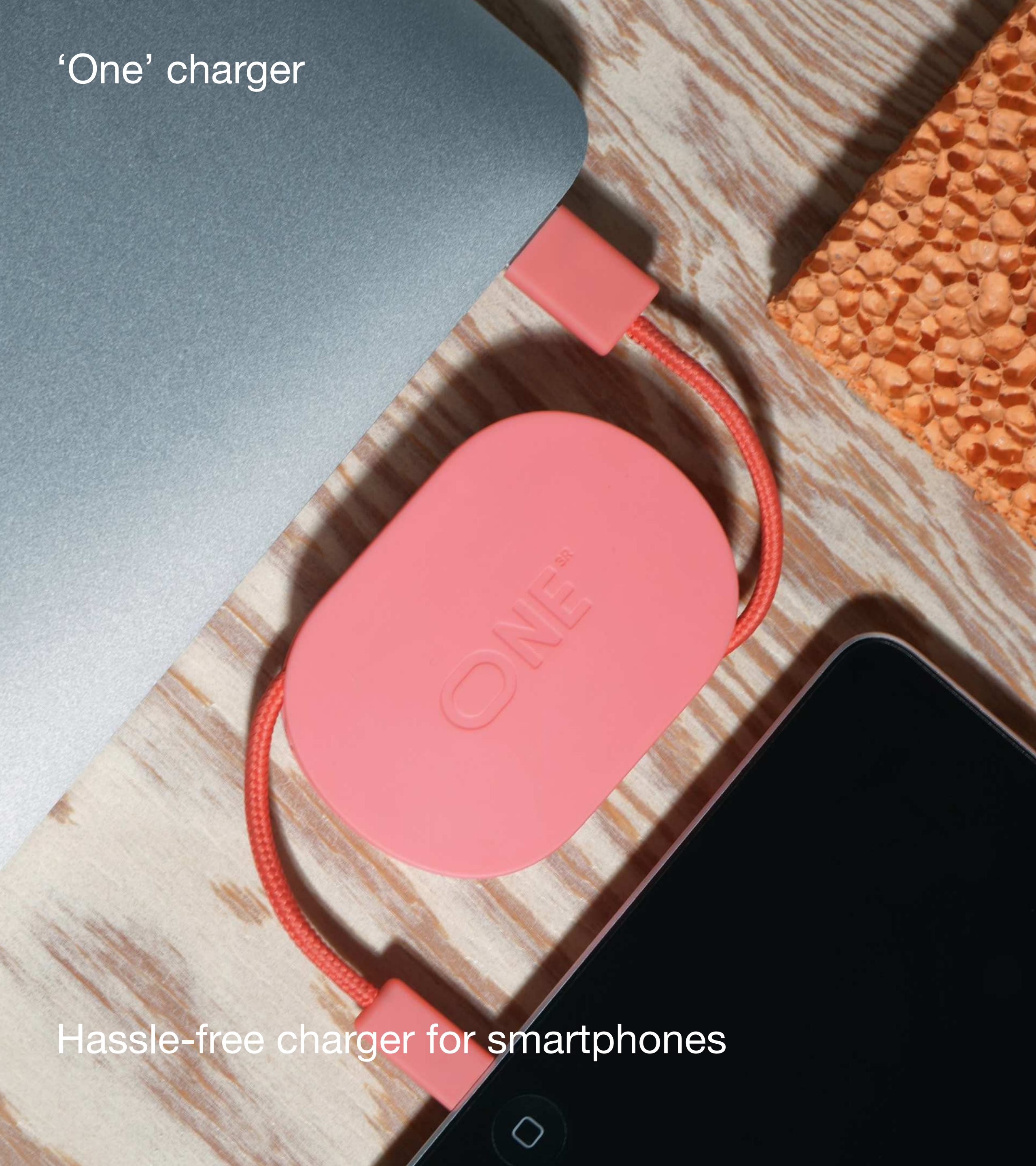
Concept for female fertility
tracking device

Columba.app



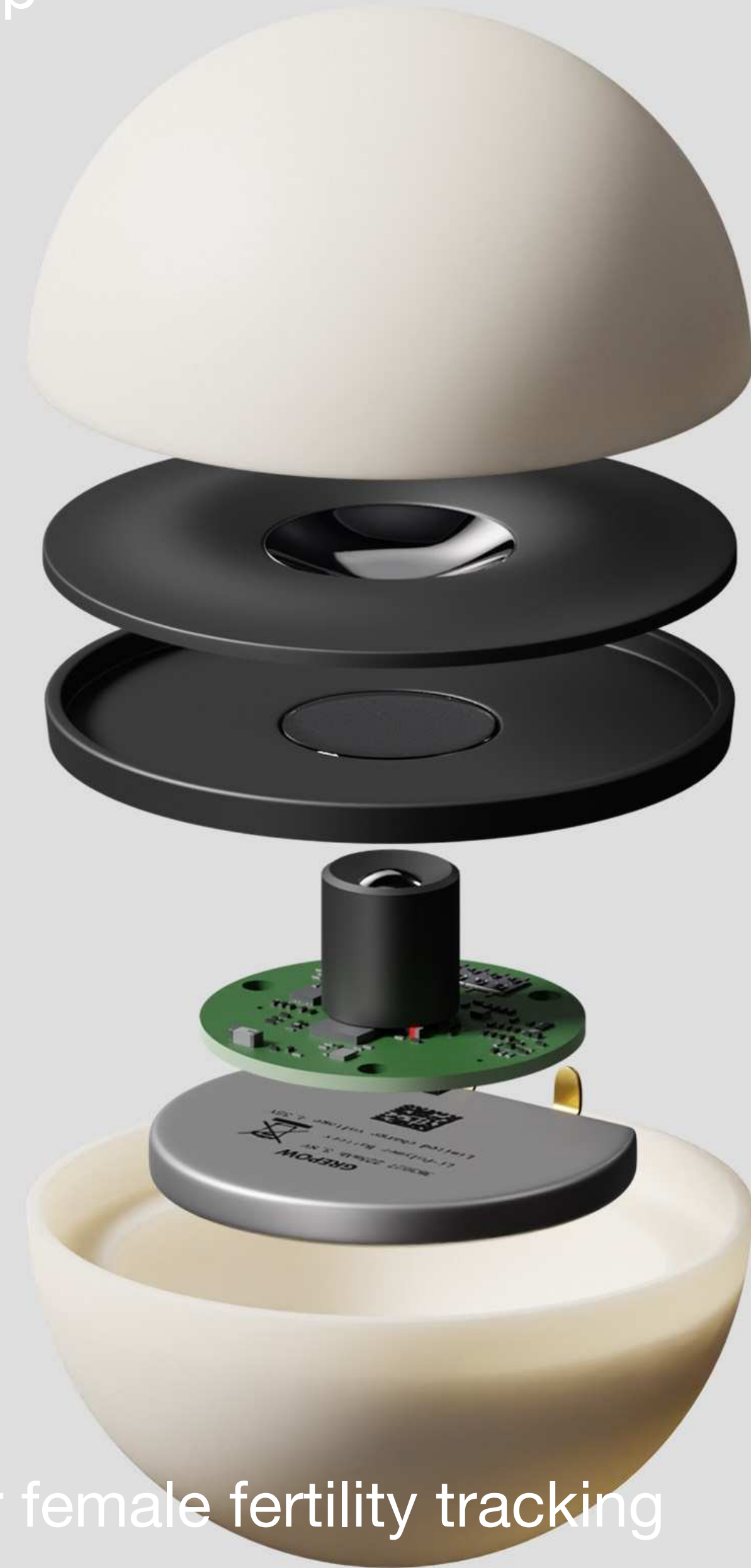
Concept for female fertility
tracking device

'One' charger



Hassle-free charger for smartphones

Columba.app



Concept for female fertility tracking device

Bounce



Packaging for Bounce, the first IoT ball of its kind

Bounce

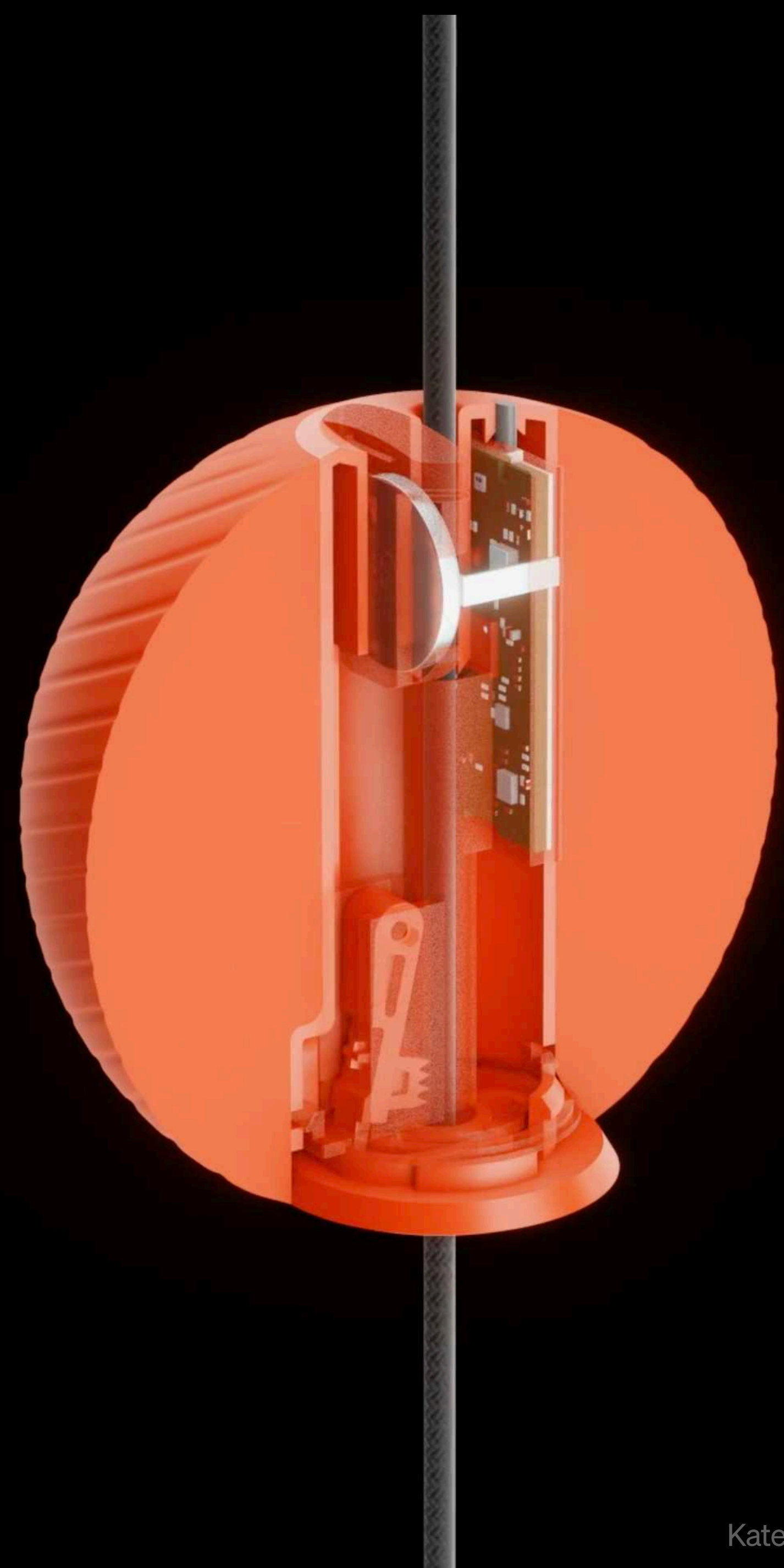


Bounce, cross-generational IoT sports device

Bounce



Bounce, cross-generational IoT sports device

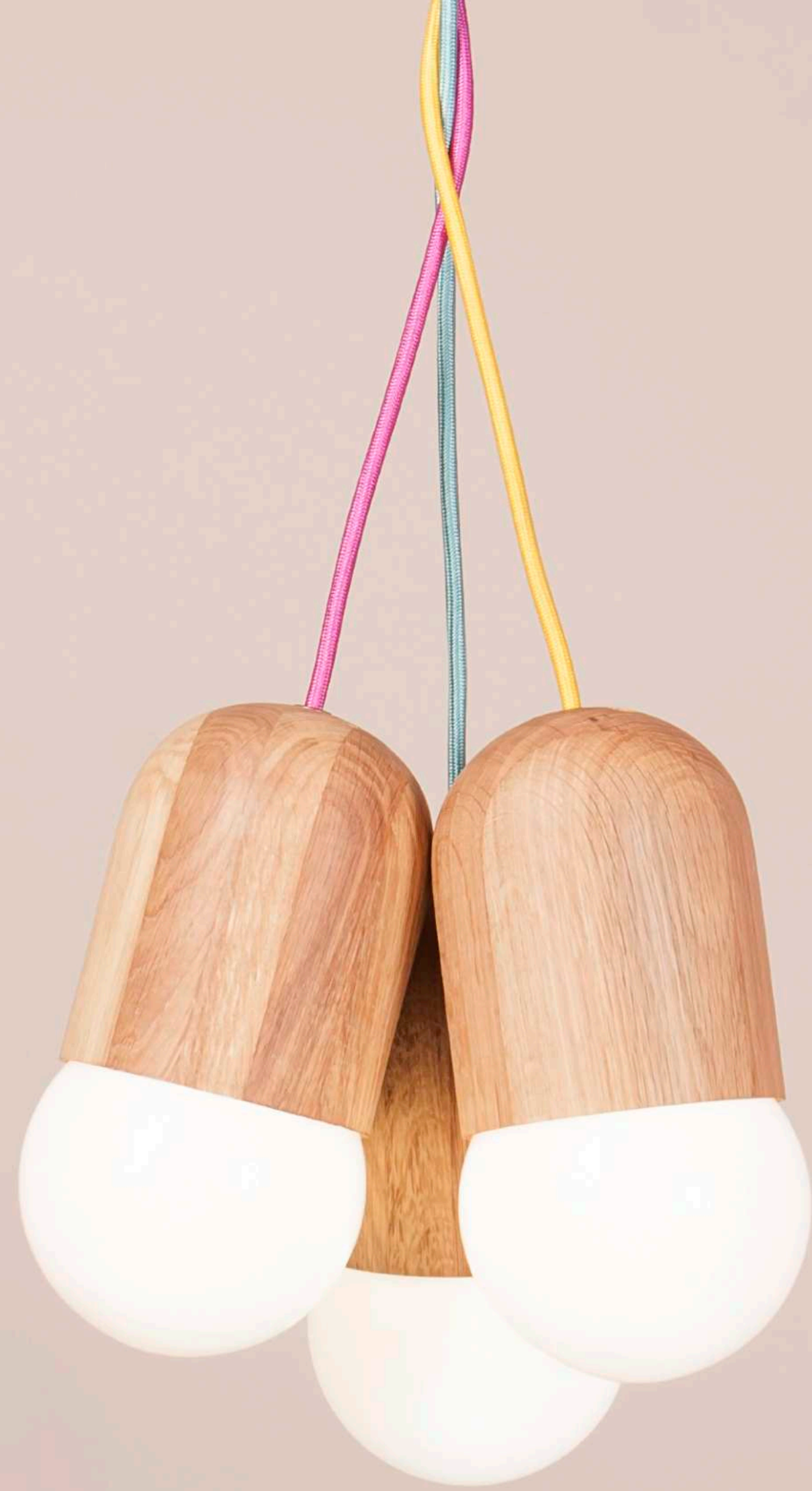


Bounce



Packaging for the first IoT ball
of it's kind

Light Bean



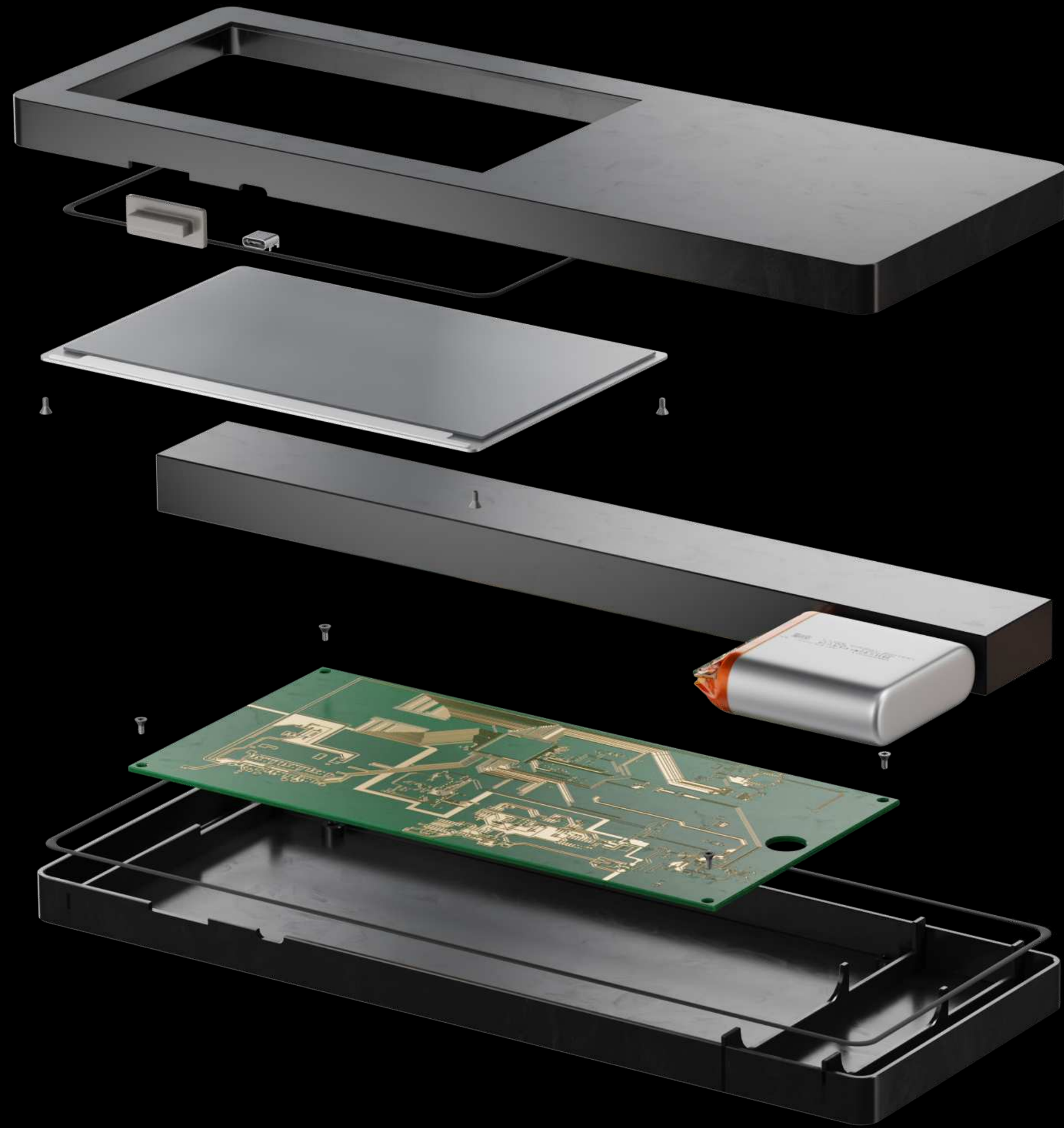
Pendant made of local materials

Bsclly



Biodegradable packaging for a sustainable apparel startup

Radiogram



All terrain text communication device
radiogram.world

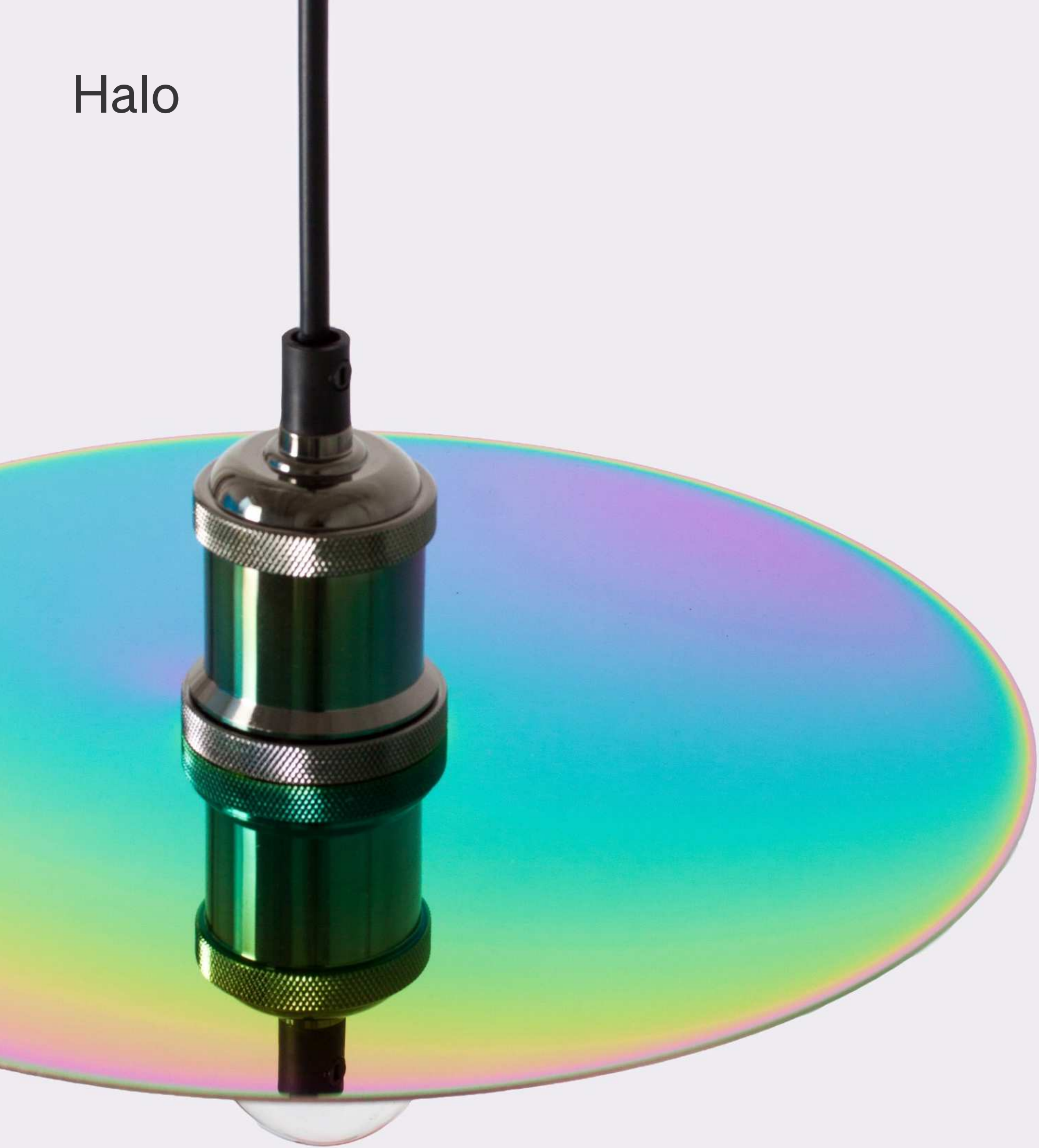


Anin Skincare



Medical grade skincare startup

Halo



Pendant with a flawless color gradient

Moroshka



Special project for Architectural Digest



Bio



Raised in the avant-garde culture of Moscow, Katerina moved to Milan to study the best design practices in Italy. After graduating from IED Milano in 2009, she launched Light Bean, a pendant light that sparked a whole creative wave of local manufacturing. Light Bean is now a part of the Moscow Design Museum collection.

In the meantime, Katerina formed her design consultancy, which has helped clients such as Mastercard, Disney, Swarovski, and various startups to launch products and release special projects.

Katerina's work has been exhibited at major design events, including Milan Design Week and the Stockholm Furniture Fair. Additionally, her projects have been featured on Dezeen, Fast Company, Wallpaper*, Architectural Digest, and beyond.

In 2017, to further immerse herself in the innovation movement, Katerina joined Fuseproject in San Francisco, one of the most influential design studios in the industry. There, she worked closely with Yves Behar, helping innovative startups and Fortune 500 companies in bringing novel ideas to life.

L'Oreal, Jawbone, Nestle, Montblanc, Superflex – these are just a few of the clients she worked with at Fuseproject.

Now, she runs her creative practice, Katerina Kopytina Studio, helping founders bring innovative ideas to life.

Thank you!

Katerina Kopytina
+1 (415)9498990
hi@katerinakopytina.com
katerinakopytina.com