

# Katerina Kopytina Studio

Industrial design  
from ideation  
to launch

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

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

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



Over the last 15 years, I've designed and launched:

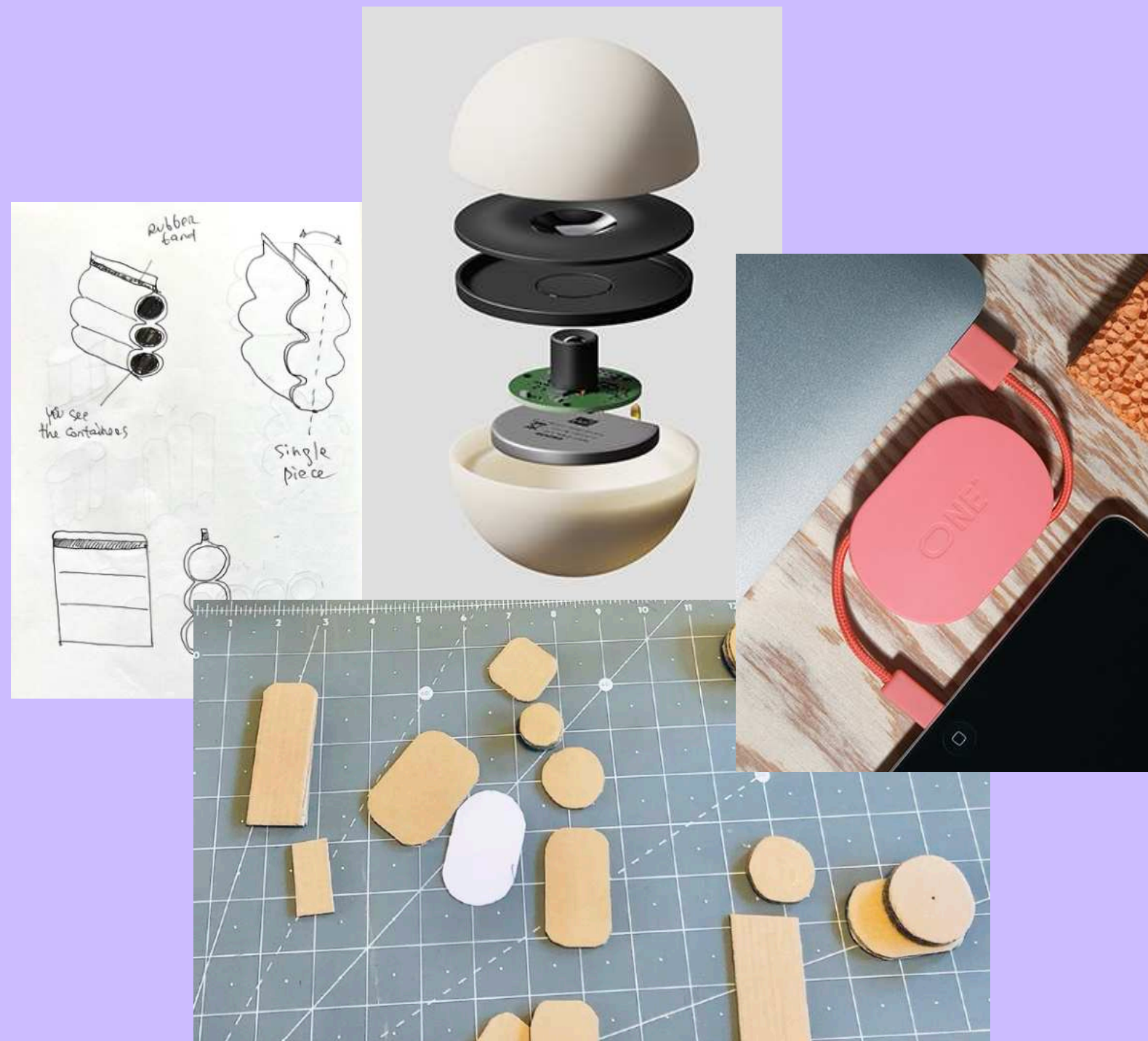
10 consumer electronic products  
(volume 5,000–20 million pcs)

25+ Accessories and soft goods

30+ Packaging solutions

3 Lighting products

Countless design concepts



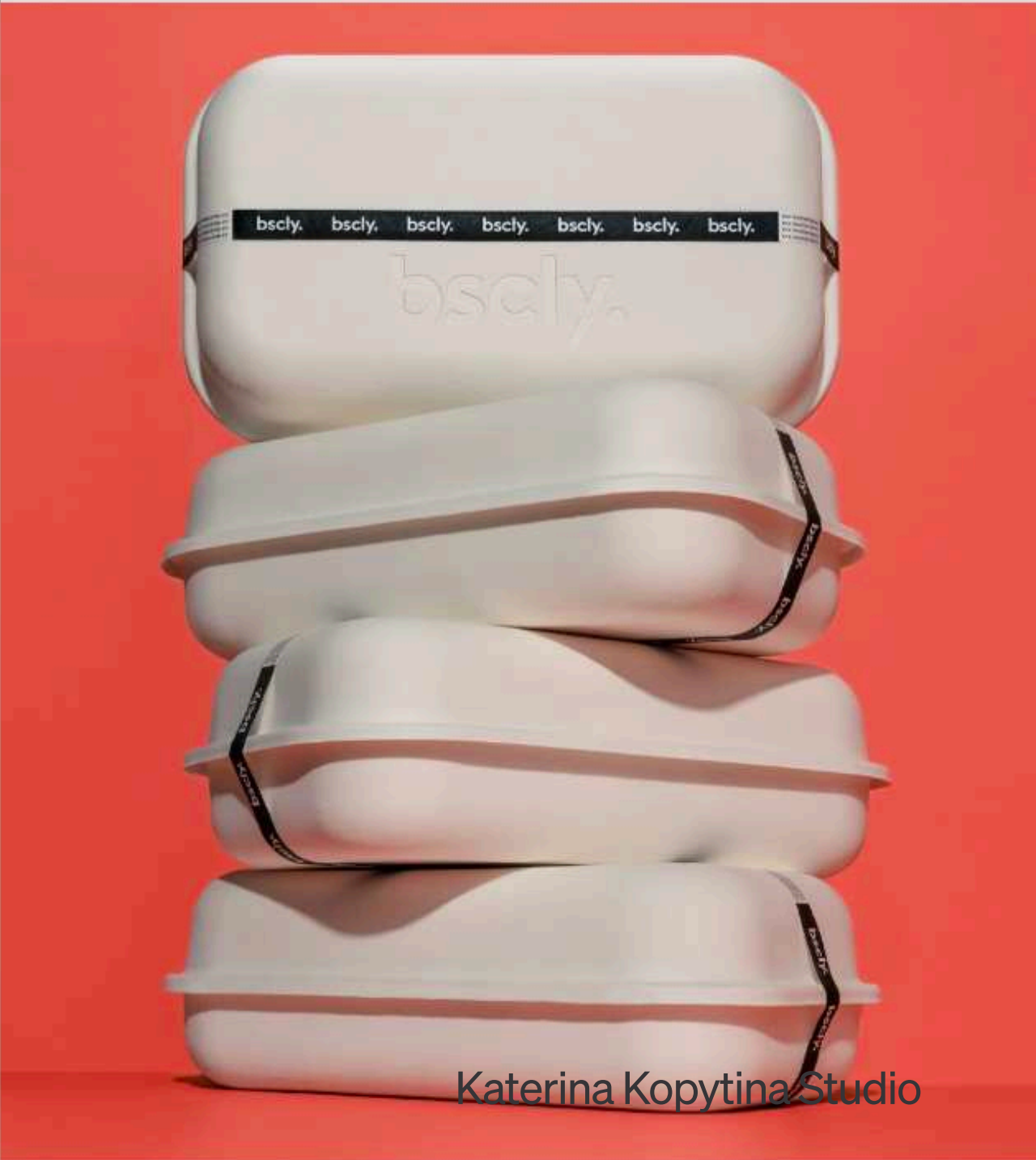
**fuseproject**

L'ORÉAL

**Nestlé**

**Material Bank**

*Cartier*



# Awards Publications Museums

**domus**



**AD**  
ARCHITECTURAL DIGEST

**Wallpaper\***

**dezeen**

**FASTCOMPANY**

design\milk®  
dm

**fubiz™**

**DIELINE**

IGNANT

**Milk**  
DECORATION

**PACKAGING** OF THE WORLD

yatzer

 Третьяковская  
галерея

 МОСКОВСКИЙ  
МУЗЕЙ ДИЗАЙНА  
MOSCOW DESIGN  
MUSEUM

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

Bsclly

Biodegradable packaging designed for a sustainable, tech-enabled company that produced life essentials for creatives. Achieved a successful launch with a waitlist of thousands.



[Hypebae](#), [The Dieline](#), [LSN Global](#), [ThingTesting](#)

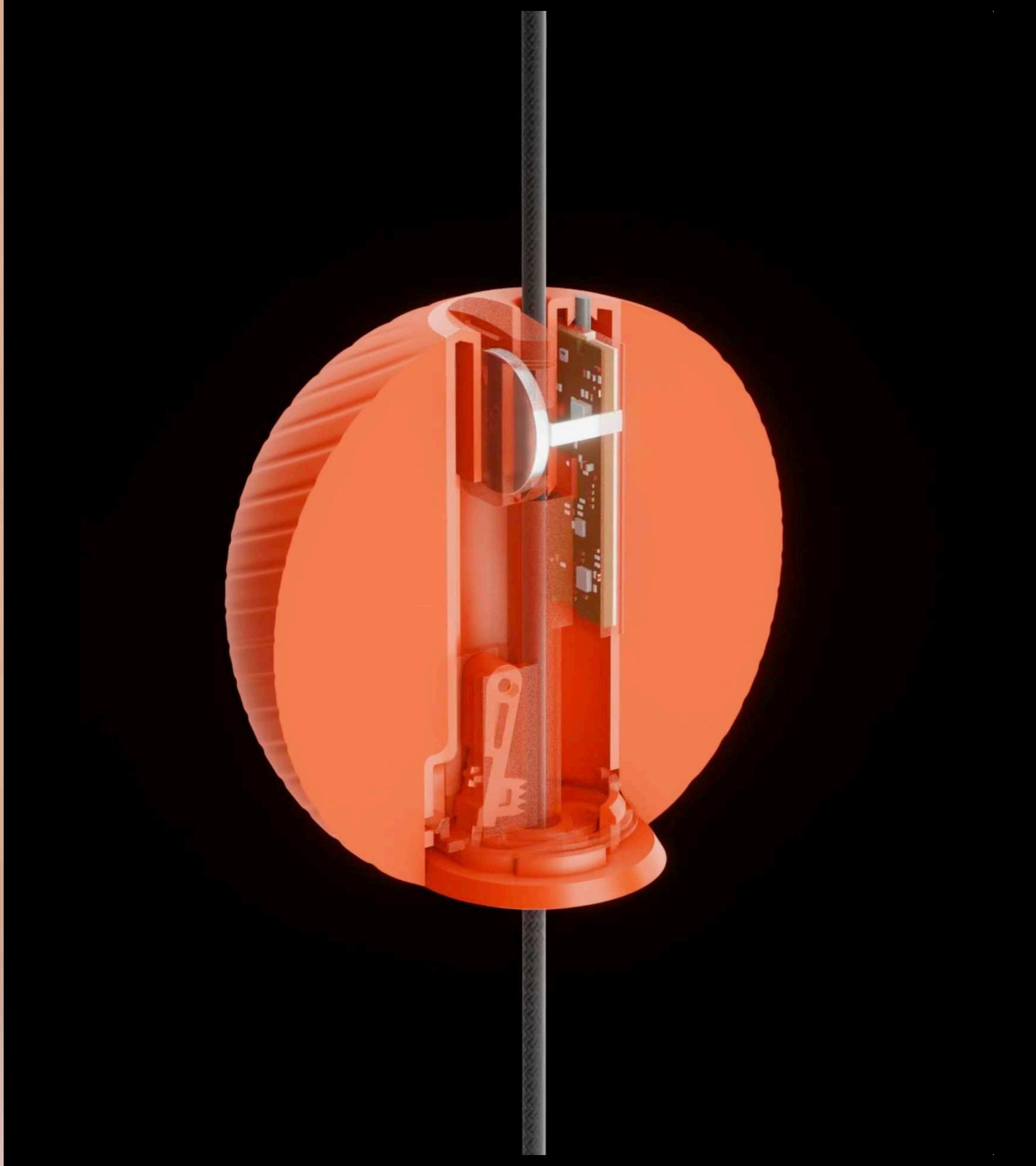


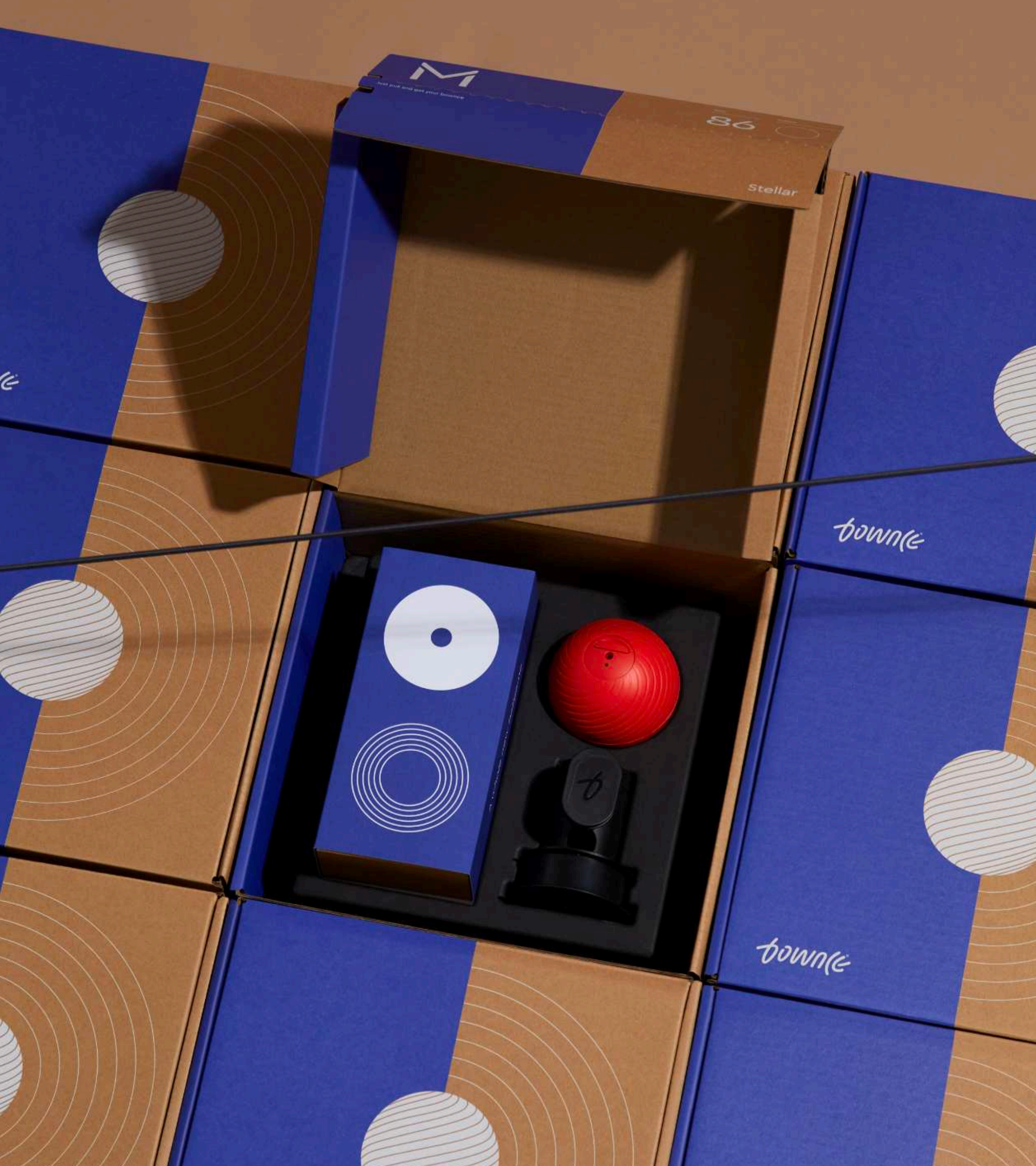
# Bounce

Designed and lead the development of an entire new product and packaging for Bounce, the first IoT ball of its kind. As part of the founding team, my contributions helped raise \$11M in funding and successfully launch in 2022.

[European Product Design Award](#), [FIBO Innovation](#),  
[Trend Hunter](#), [Geeky Gadgets](#)





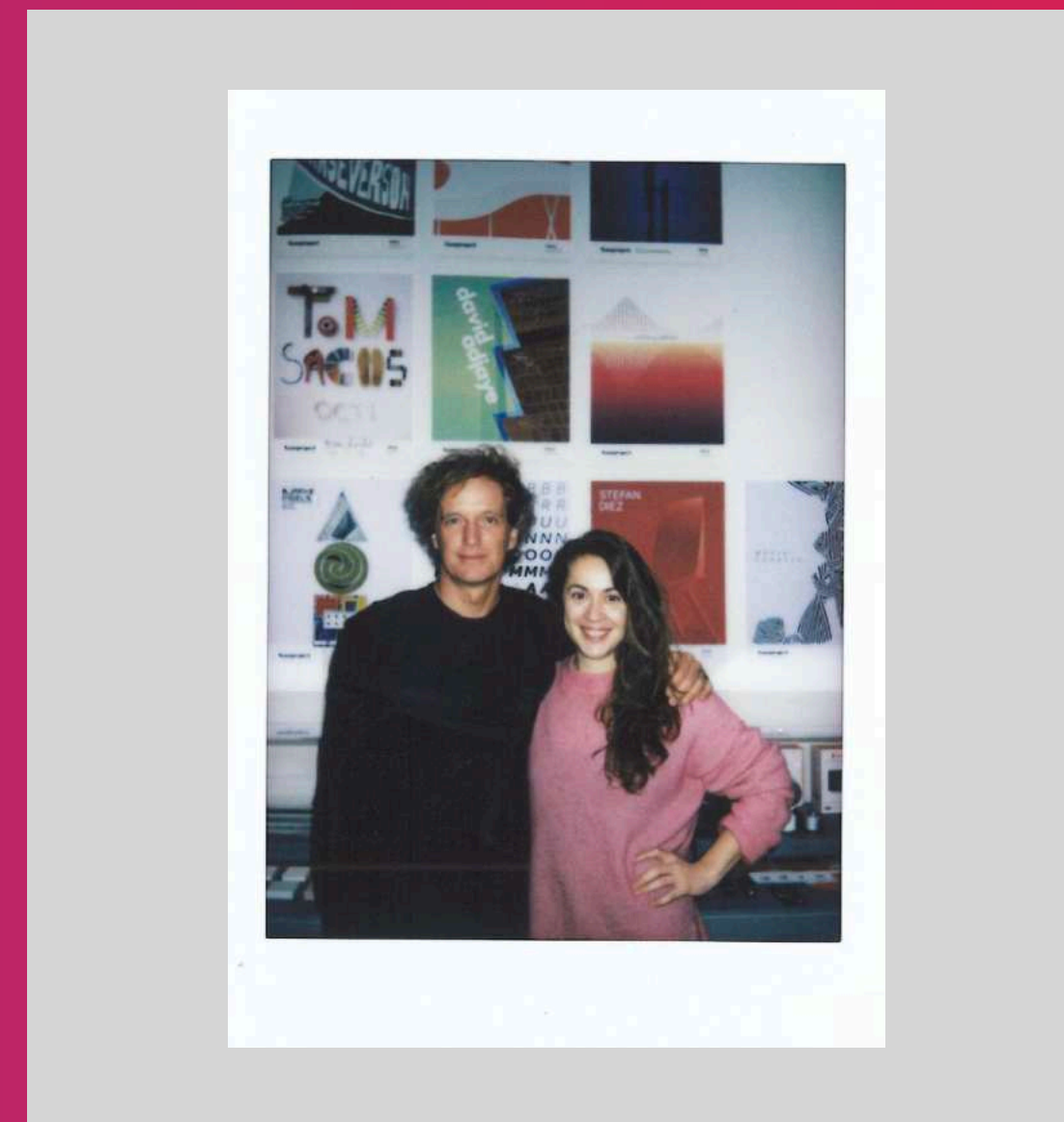
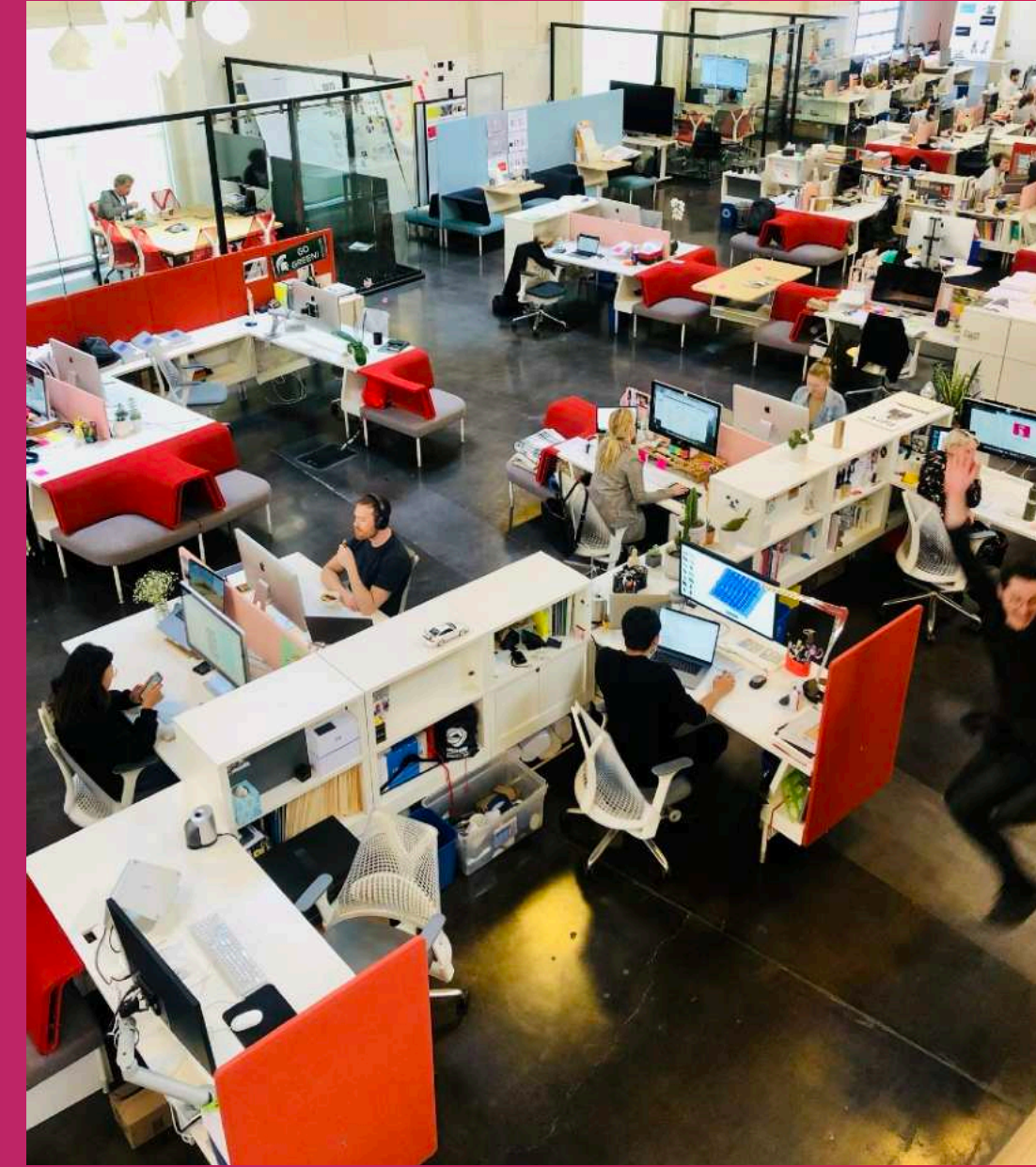


# fuseproject

During my 3 years at Fuseproject as a Senior Industrial Designer, I specialized in designing projects for innovative hardware startups and established Fortune 100 companies, with production volumes reaching millions of devices and accessories.

The products I contributed to are available in over 60 markets worldwide and have over 25 million users globally.

Dezeen Awards, Vanity Fair, Fast Company



Columba.app

As part of the founding team, I helped Columba visualize ideas and prepare for further development. Female-founded and female-led, Columba is a female fertility tracker device, powered by AI.







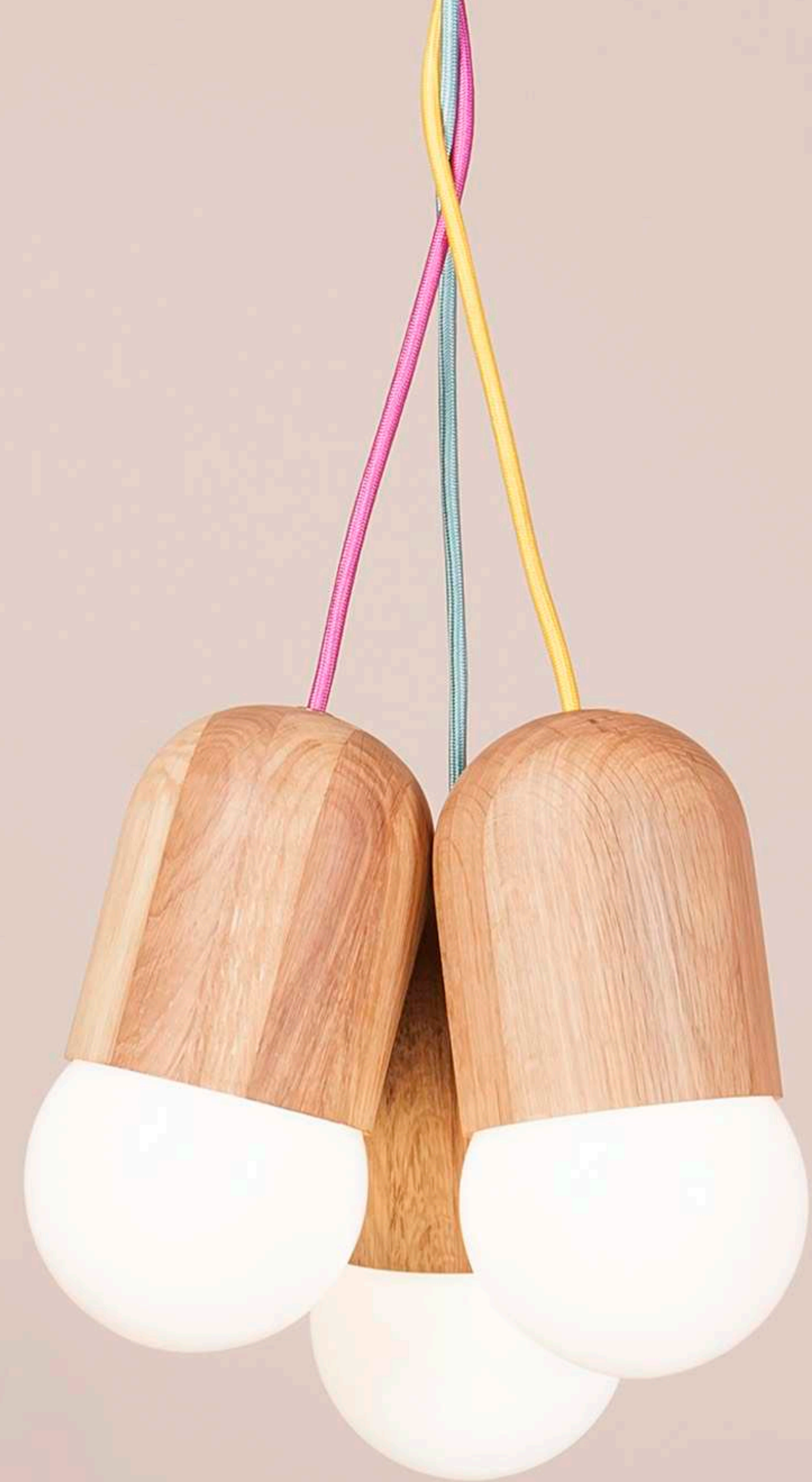
“One” charger



European Product Design Award, Design Milk, Experimenta

## Light Bean

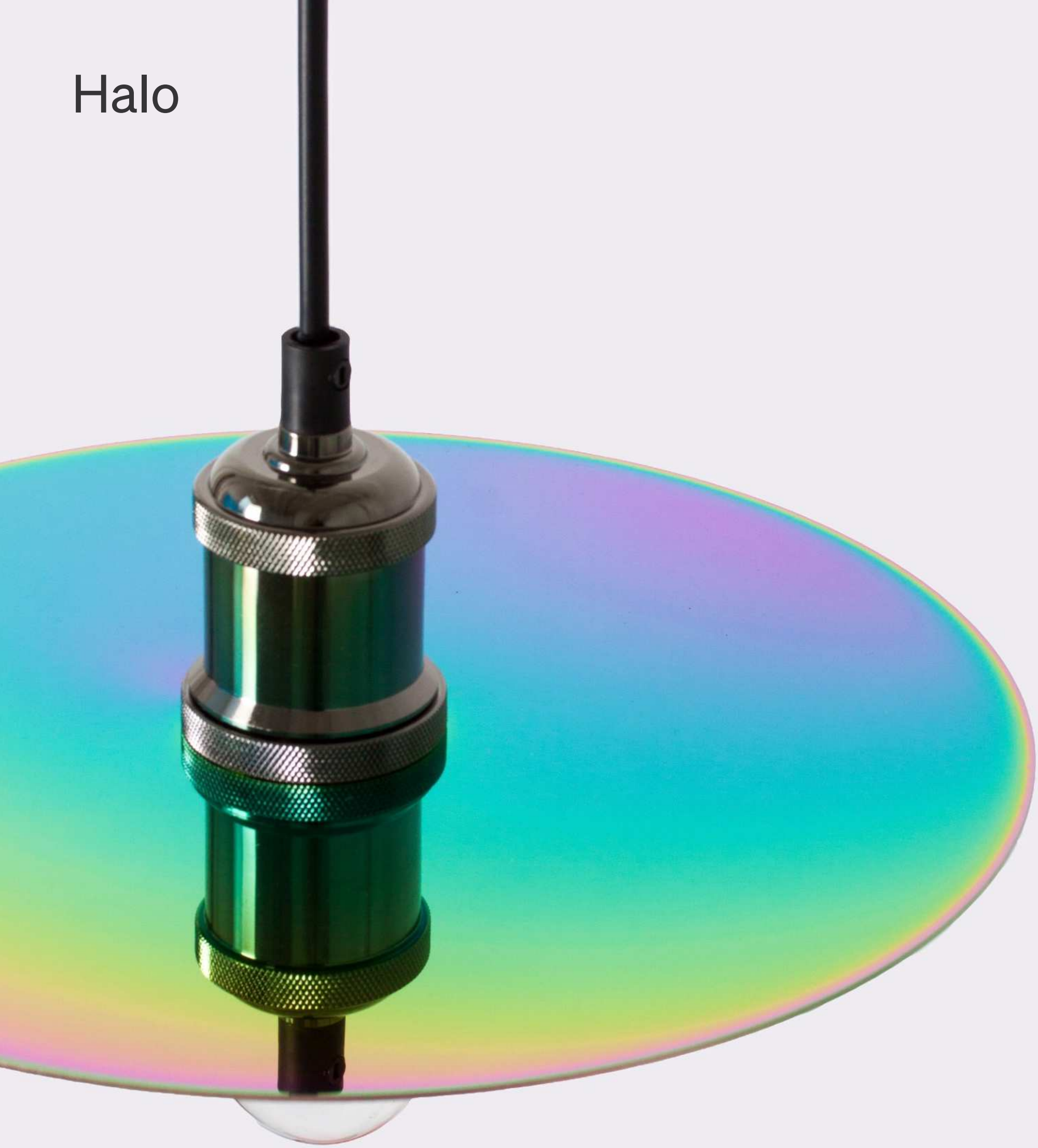
What started as a personal project has become one of the most loved pendants across Europe and Russia. Now, Light Bean illuminates hundreds of homes and public spaces.



[Wallpaper\\*](#), [Gessato](#), [Dezeen](#), [Mindsparkle Mag](#)



Halo



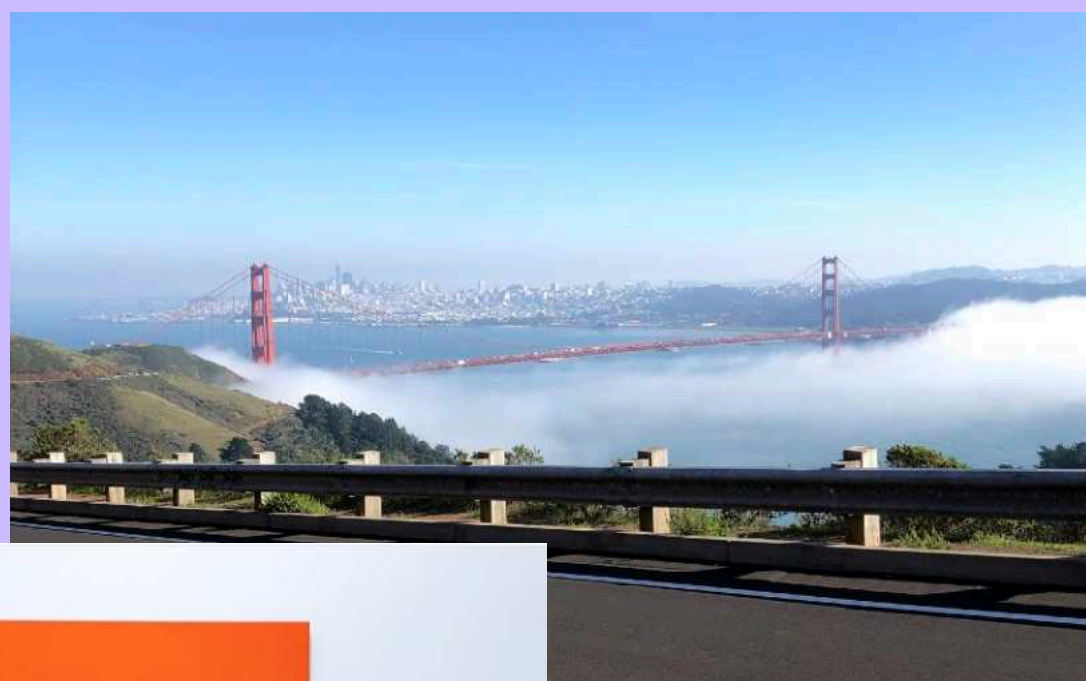
Interior+Design, Elle Decoration

Moroshka



Architectural Digest, Maison & Objet

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