CHRISTOFFER HAVRELL / MULTIDISCIPLINARY DESIGNER

SELECTED WORK

2026 / 2027



Digital products. Visual systems.
Design that thinks and feels.

GESAGT.SE

01 / ABOUT MY WORK

DESIGN THAT THINKS. *AND FEELS.*

I work at the intersection of digital product design, UI/UX and visual identity. To me, design becomes interesting when clear structure and expressive visual language reinforce one another.

This portfolio brings together three in-depth case studies and a visual archive. Together, they show how ideas grow into interfaces, visual systems, print and applications in real-world settings.

MY APPROACH

Good design makes the complex easier to understand and everyday experiences more considered. Function, form and detail need to work together - whether the result is a digital product or a printed handbook.

SELECTED WORK

THREE FEATURED CASES.
ONE VISUAL ARCHIVE.

01	ivisby	BRANDING / PRINT / E-COMMERCE 2024–2025	04
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03	BRF Botvide	IDENTITY / INFORMATION / DIGITAL 2025–2026	20
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01 / BRAND IDENTITY / DIGITAL COMMERCE

ivisby

FROM PRINT HERITAGE
to a new visual identity.

A cohesive identity that connects craftsmanship and graphic production with a contemporary approach to print, communication and online commerce.

2024-2025 / GOTLAND, SWEDEN



BACKGROUND & VISUAL SYSTEM

A HERITAGE TO *BUILD ON.*

ivisby has a long history in print and graphic production. The brief was to develop a contemporary identity that could work across everything from small print pieces to large-scale communication.

ROLE	**Identity design & digital platform**
SCOPE	**Print / web / e-commerce**



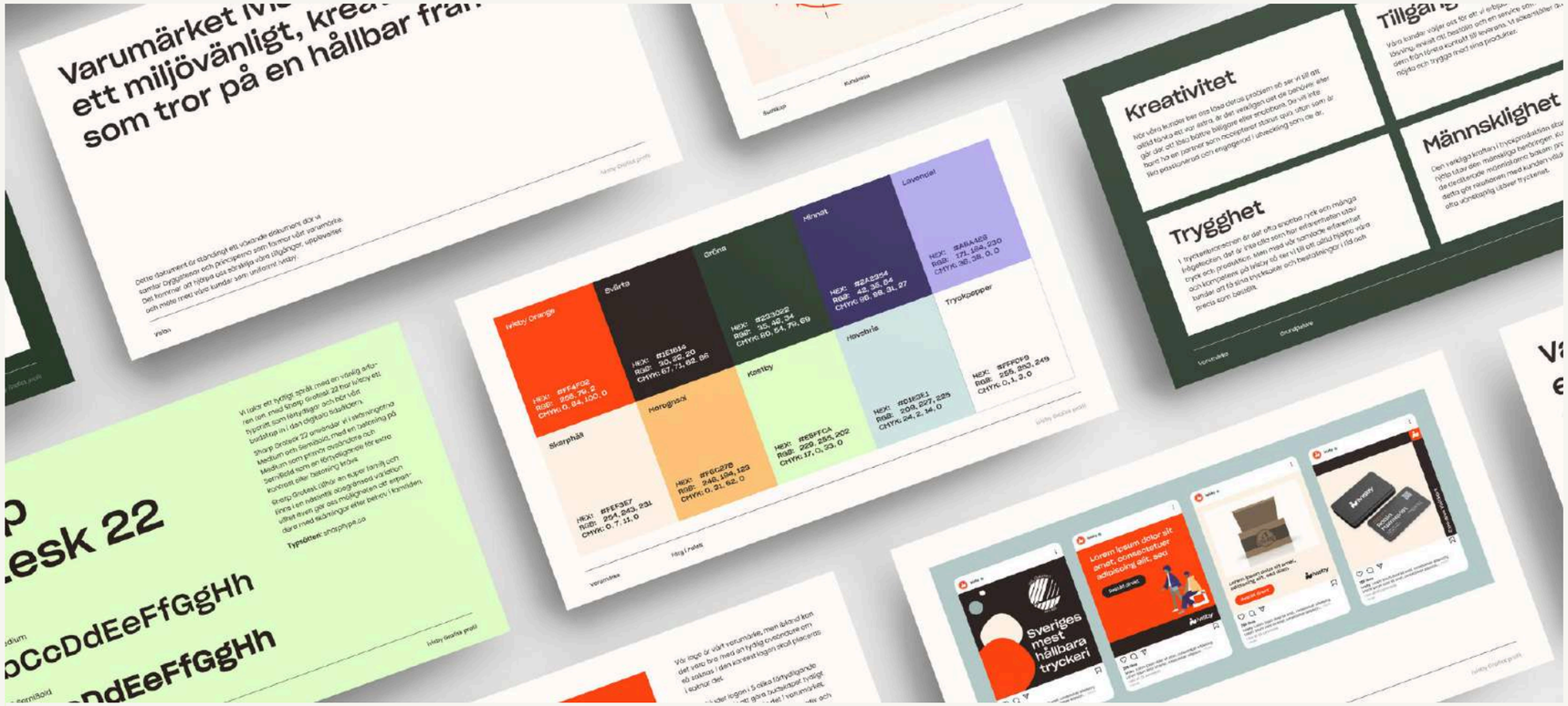
ENVIRONMENTAL APPLICATION

Flags and facade branding

A SYSTEM TO WORK WITH

CLEAR. FLEXIBLE.

RECOGNISABLE.



BRAND GUIDELINES

Palette, hierarchy and graphic principles

FROM IDEA TO SYSTEM

A distinctive symbol and a bold colour palette make the brand recognisable. The guidelines connect everything from production and packaging to marketing materials and digital interfaces.

APPLICATIONS / TACTILE DESIGN

DESIGN TO *HOLD.*



BUSINESS CARDS

Matte black stock and a digital touchpoint



PACKAGING

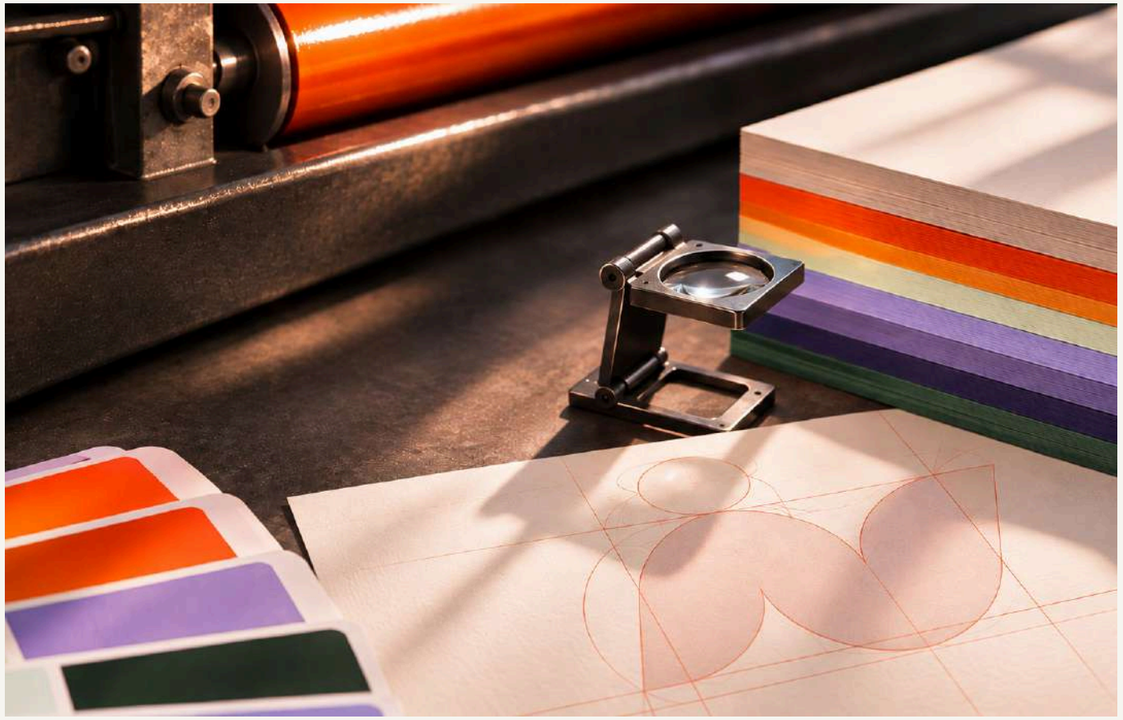
The identity takes physical form

Small formats demand the same consistency as large ones.

CRAFT / PRODUCTION / EVERYDAY COMMUNICATION

ROOTED IN CRAFT.

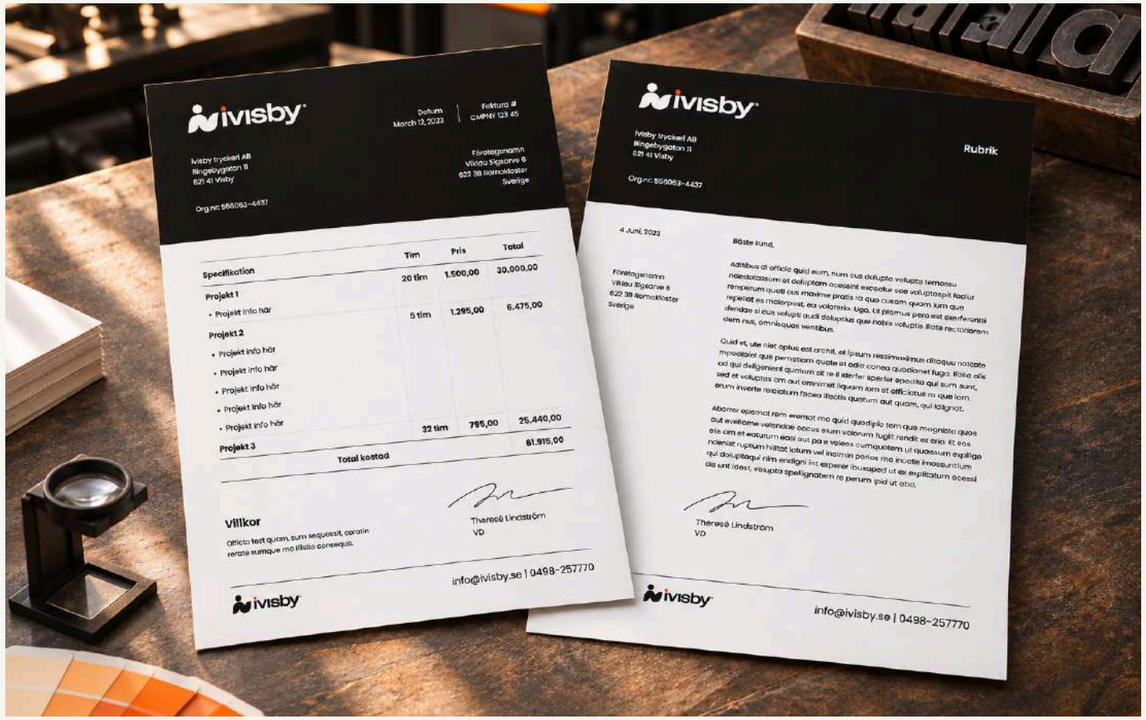
BUILT FOR THE FUTURE.



PRINT ENVIRONMENT / MATERIALS

Paper, ink and the production setting

A clear visual identity must also work when the job becomes practical.



LETTERHEAD / INVOICES

Visual structure in everyday communication

A BRAND IN EVERYDAY LIFE

ONE IDENTITY.

MANY TOUCHPOINTS.



BRANDED ITEMS

Bags, envelopes, lanyards and packaging



WORKWEAR

The identity as part of everyday work

The same visual language appears at work, during delivery and in communication.

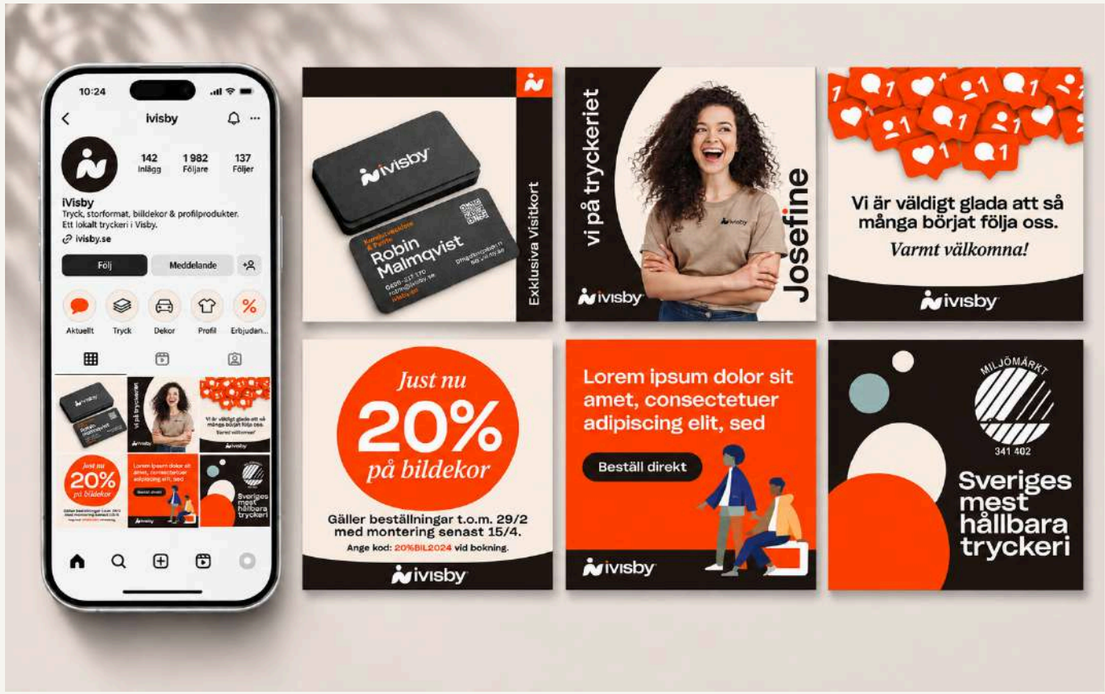
WEB / SOCIAL MEDIA

FROM PRINT
TO SCREEN.



WEB DESIGN

Digital presence with a Shopify focus



SOCIAL MEDIA

Formats and templates for ongoing content

The visual system retains its character across physical and digital touchpoints.

IDENTITY AT A LARGER SCALE

FROM COMPANY *TO COMMUNITY.*



TRADE SHOW / EVENTS

Brand presence in a physical customer environment



TRANSPORT / LARGE FORMAT

Vehicle graphics and delivery in motion

VEHICLE GRAPHICS / CUSTOMER INFORMATION

SMALL DETAILS.

LARGE SURFACES.



VEHICLE GRAPHICS

The identity on the move



CUSTOMER INFORMATION

Mirror hanger, vehicle-wrap care instructions

02 / DIGITAL PRODUCT / UI / UX

Pickit

DIGITAL CONTENT.

Where work happens.

Selected product interfaces, integrations and visual communication from my work on Pickit's Digital Asset Management platform.

2015–2022 / LEAD VISUAL DESIGNER

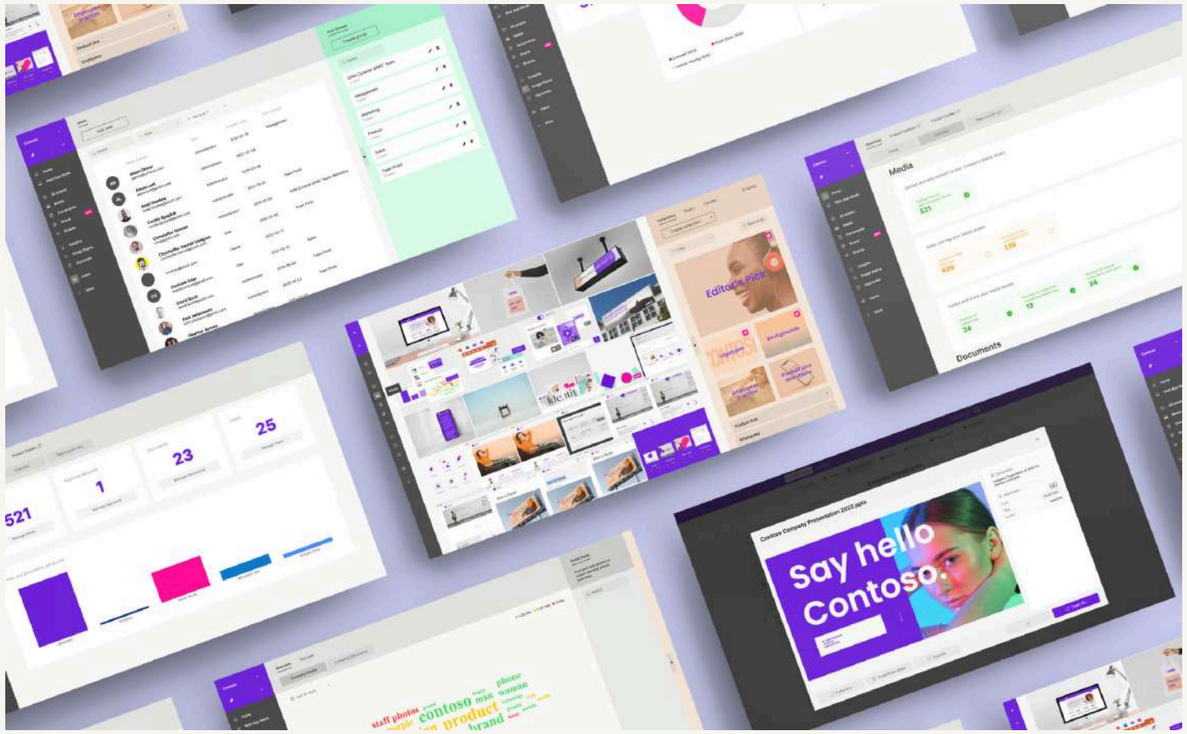


FROM IMAGE LIBRARY TO PLATFORM

COMPLEX SYSTEMS.
CLEARER INTERFACES.

During my time at Pickit, the service evolved from image sharing into a web-based DAM platform. The design work covered libraries, search, content management and administration - components that needed to work together as one understandable system.

ROLE	**Lead Visual Designer**
PERIOD	**2015–2022**
FIELD	**Digital Asset Management**



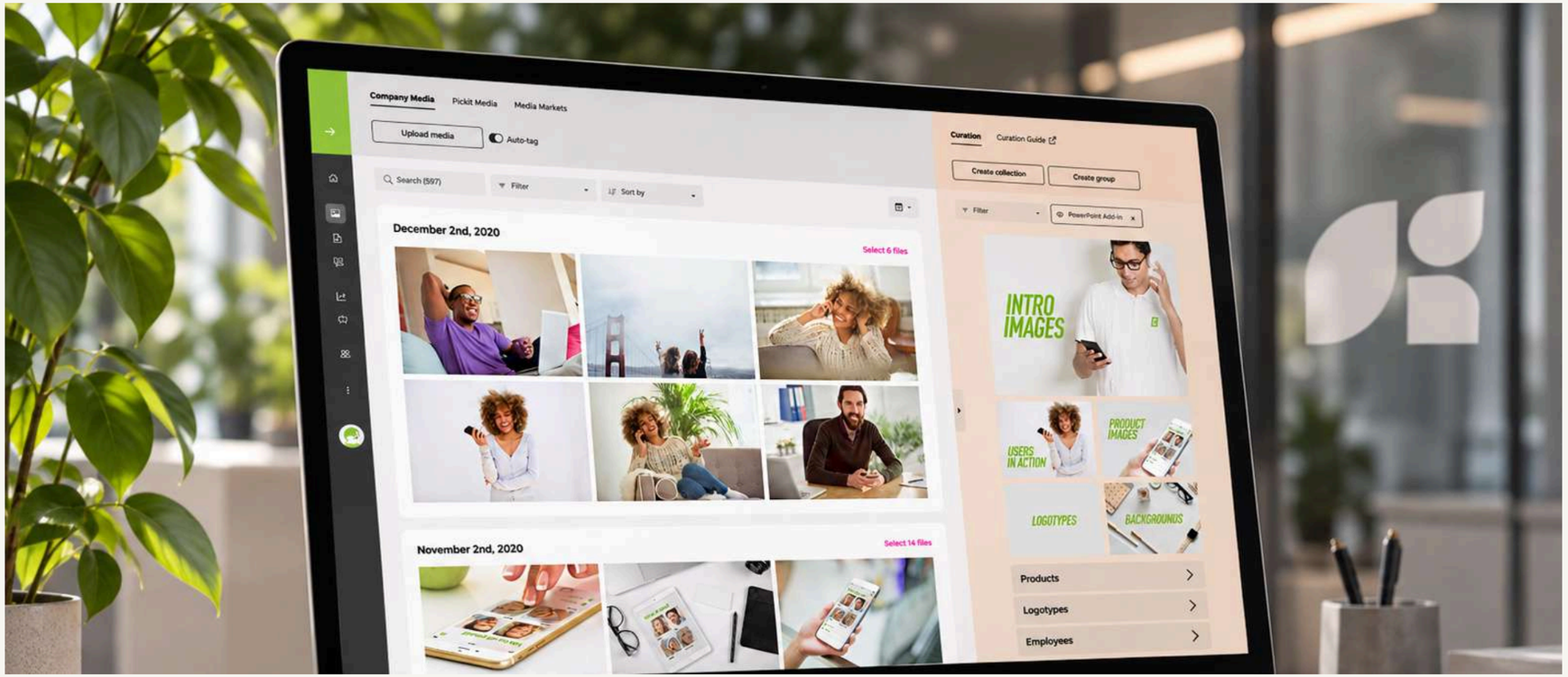
WEB APP / ADMINISTRATION

Workspace and overview

PRODUCT EXPERIENCE / CONTENT MANAGEMENT

RIGHT CONTENT.

RIGHT CONTEXT.



MEDIA CURATION / WEB APP

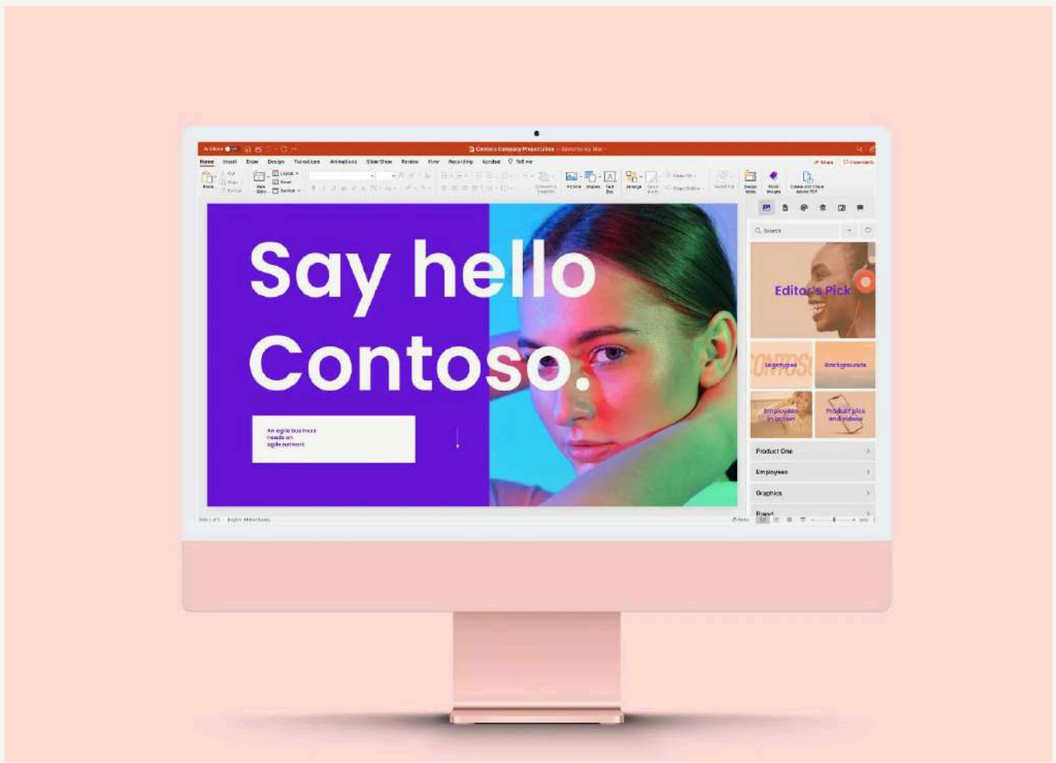
Content overview and curation

PRODUCT LOGIC

A DAM system should make content easier to find, understand and reuse. The visual approach needed to bring order without drawing attention away from the content people work with.

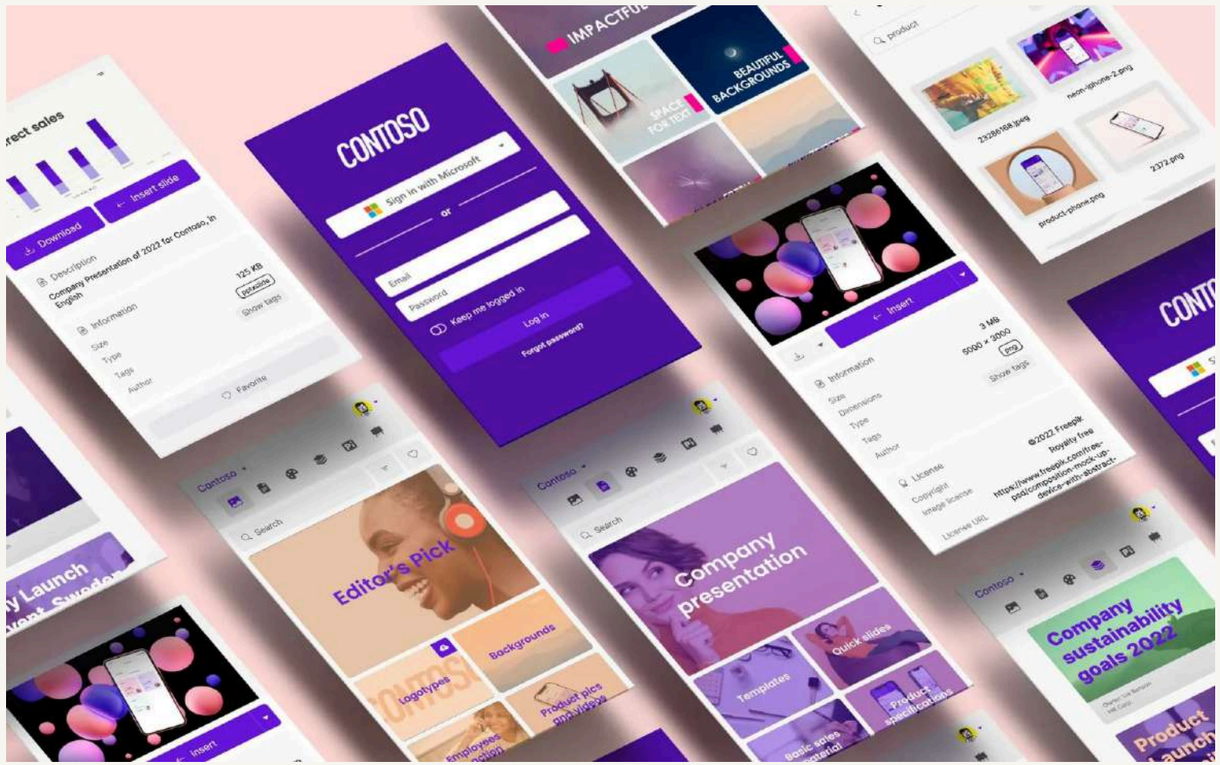
INTEGRATED WORKFLOW / MICROSOFT OFFICE

CONTENT WHERE *YOU ALREADY WORK.*



OFFICE ADD-IN

The product integrated into PowerPoint

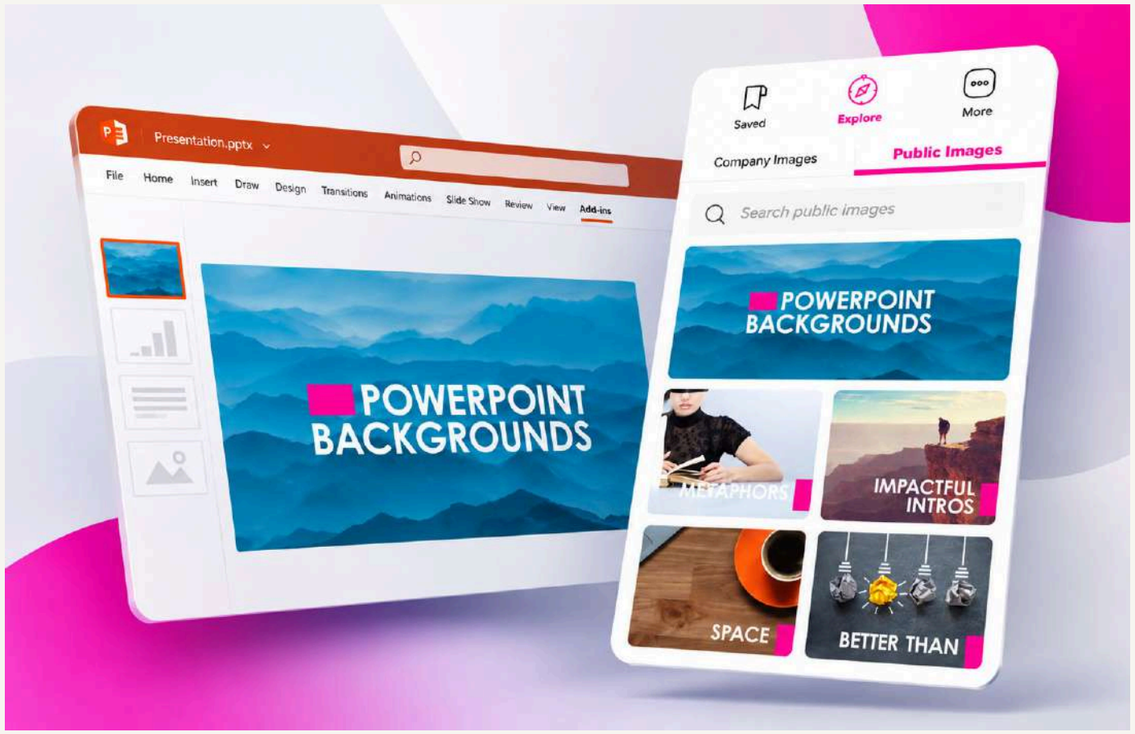


INTERFACE / MULTIPLE VIEWS

Library, search and sign-in

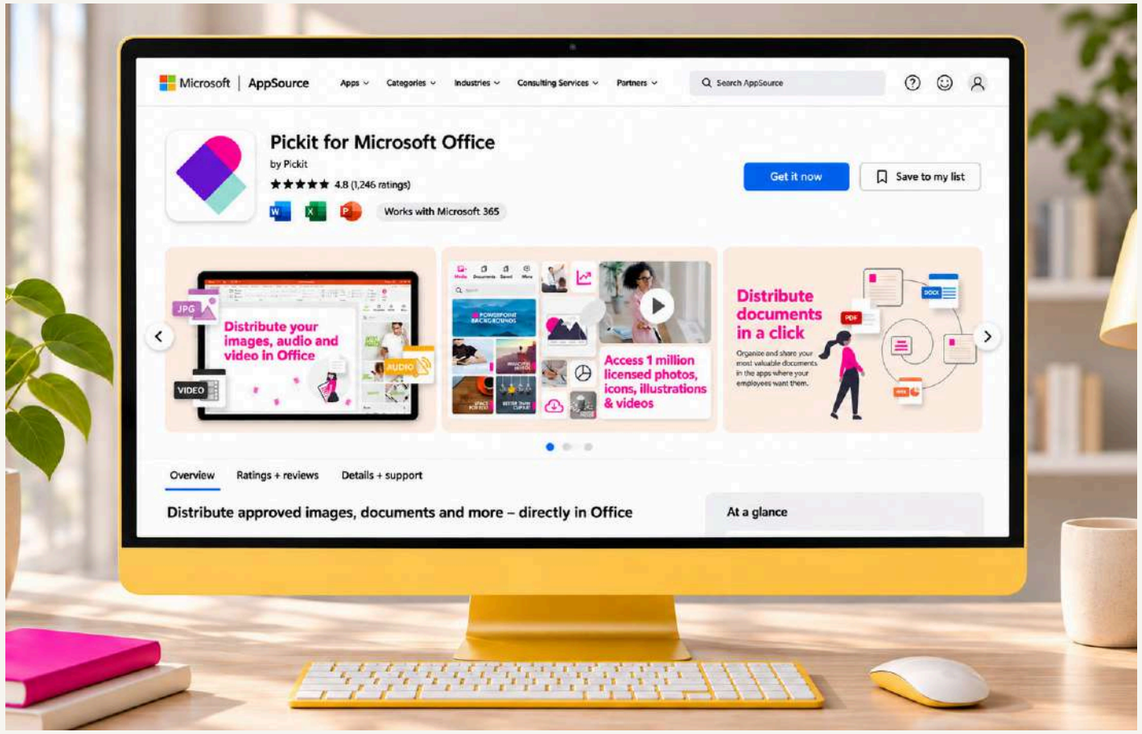
ADD-INS / DISTRIBUTION

FROM LIBRARY
TO PRESENTATION.



MICROSOFT POWERPOINT

Images and backgrounds inside the presentation

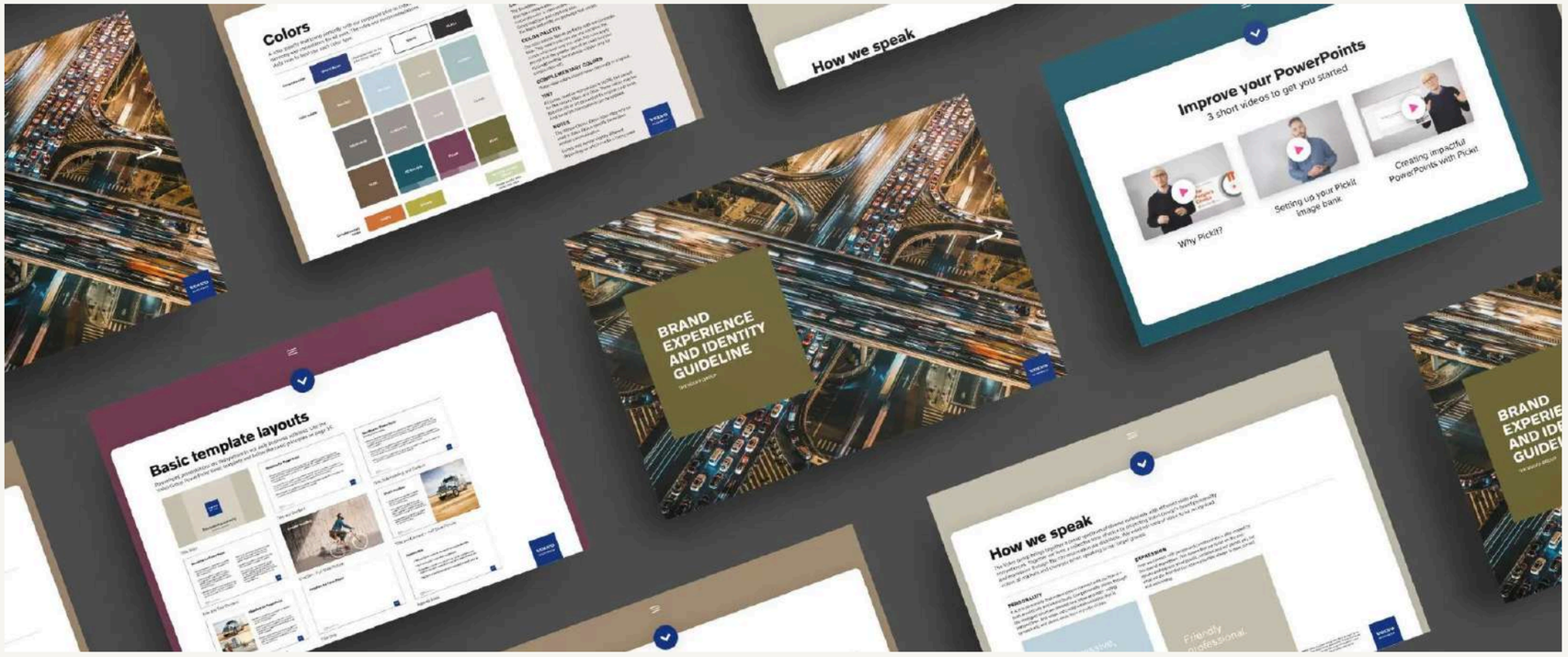


MICROSOFT APPSOURCE

Product listing / historical example

ENTERPRISE / VOLVO GROUP

BRAND GUIDANCE
IN THE WORKFLOW.



INTEGRATED BRAND GUIDE

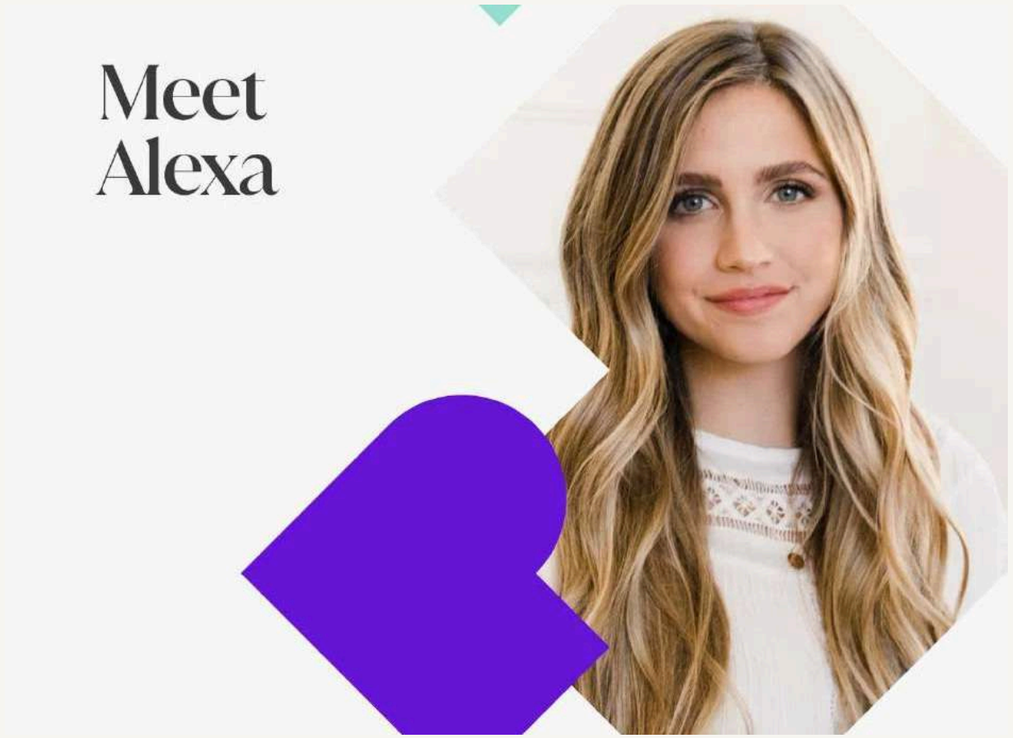
Volvo Group x Pickit / historical example

THE RIGHT INFORMATION

A condensed version of Volvo Group's brand guidelines was presented inside Microsoft Office. An example of how design and information architecture make relevant guidance available within the flow of work.

A VISUAL LANGUAGE AROUND THE PRODUCT

CONSISTENT *COMMUNICATION.*



COMMUNICATION / TEAM

Team portraits and visual language

Beyond the interfaces, the work included product illustrations, templates, presentations and recurring visual assets. The aim was to establish a consistent expression around a product that continued to evolve over time.

ARCHIVE MATERIAL / 2015-2022

These images show selected historical versions of Pickit products and communications. The case does not represent the service's current appearance or claim that individual features were created independently.

03 / IDENTITY / INFORMATION DESIGN

BRF Botvide

A place for everyday information.

A coherent identity and information system for a housing association on Gotland.

2025-2026 / GOTLAND, SWEDEN



IDENTITY & BRAND GUIDELINES

A CALM AND *CLEAR WHOLE.*



VISUAL IDENTITY

Symbol, typography and colour palette



RESIDENT HANDBOOK

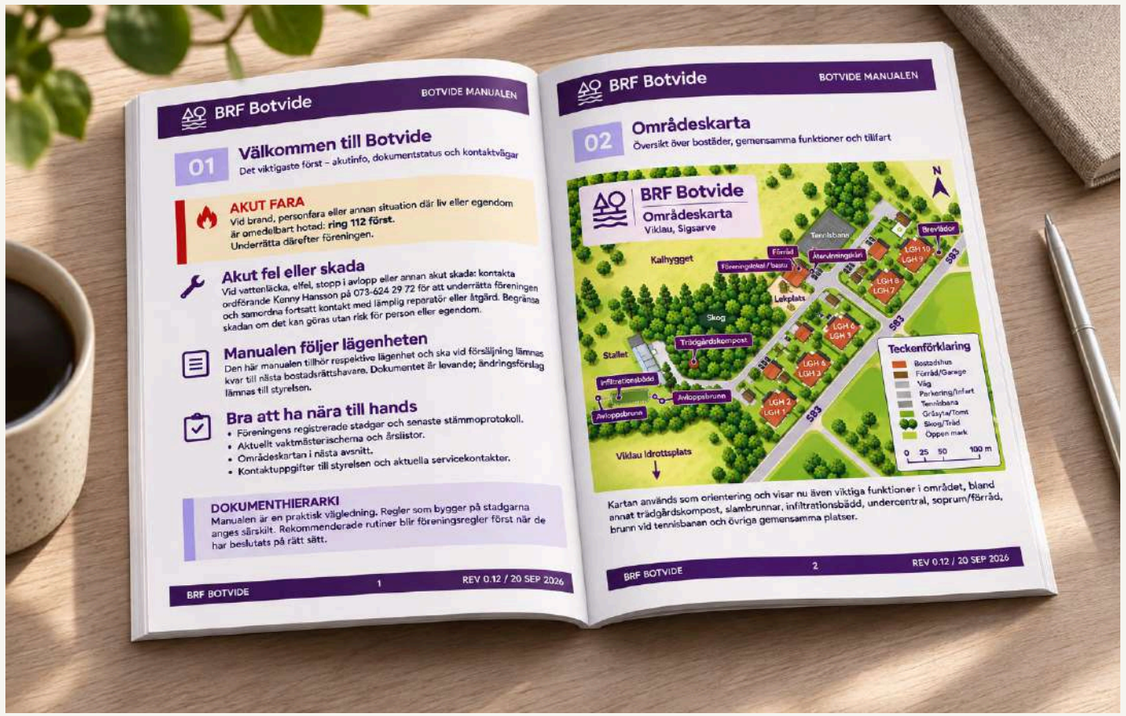
Printed concept / cover

Gotland's nature, calm colours and clear information hierarchy meet in one system.

EDITORIAL DESIGN / SHARED INFORMATION

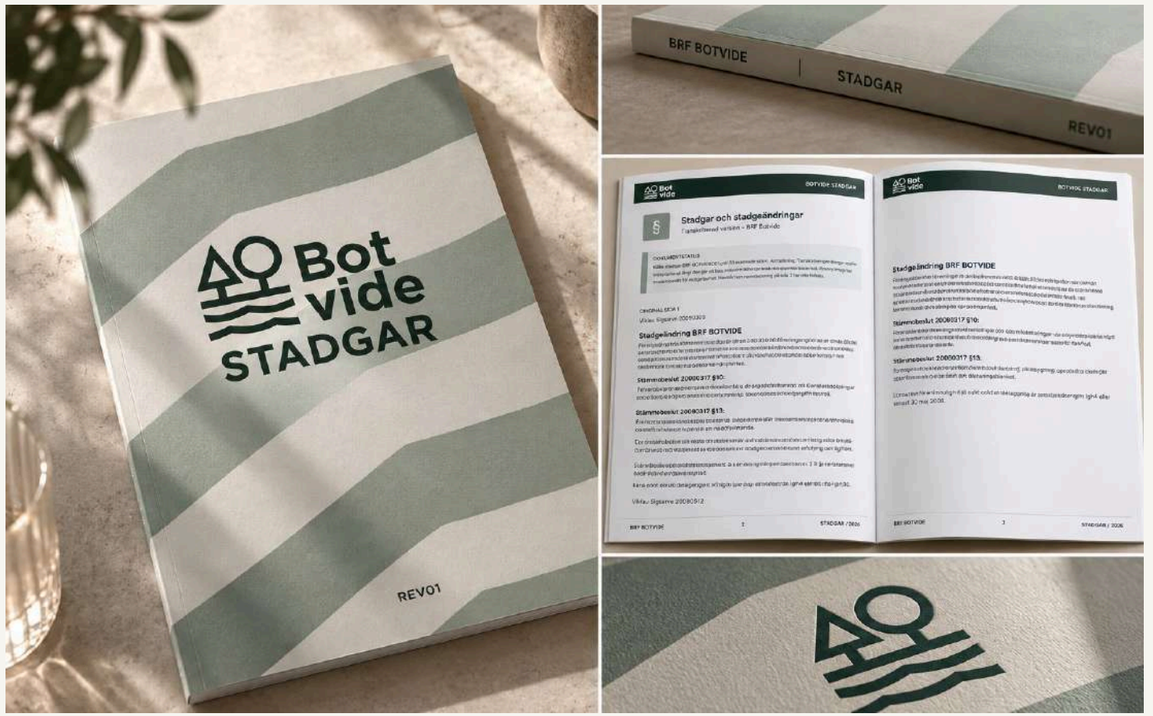
INFORMATION

WORTH KEEPING.



RESIDENT HANDBOOK

Welcome information and area map



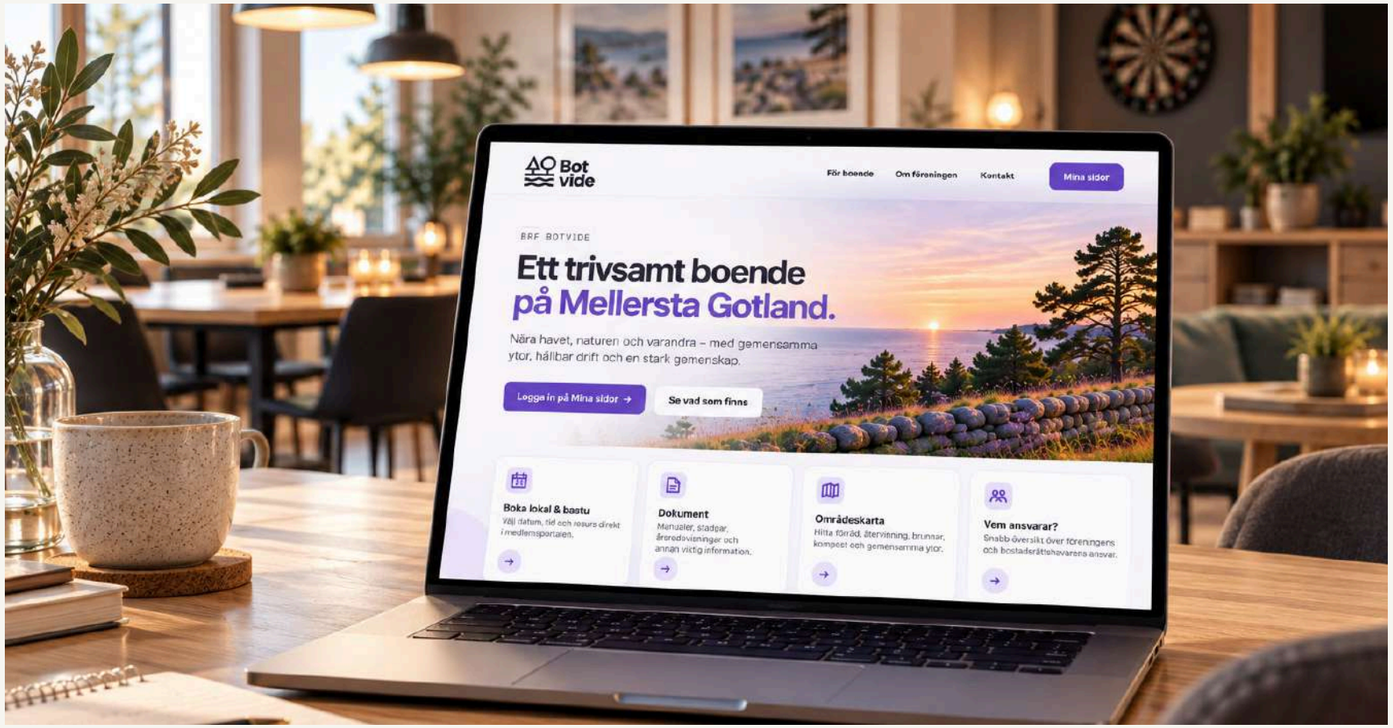
BYLAWS

Document structure, covers and spreads

Documents shown are design and presentation mockups, not current official association documents.

DIGITAL CONCEPT DESIGN

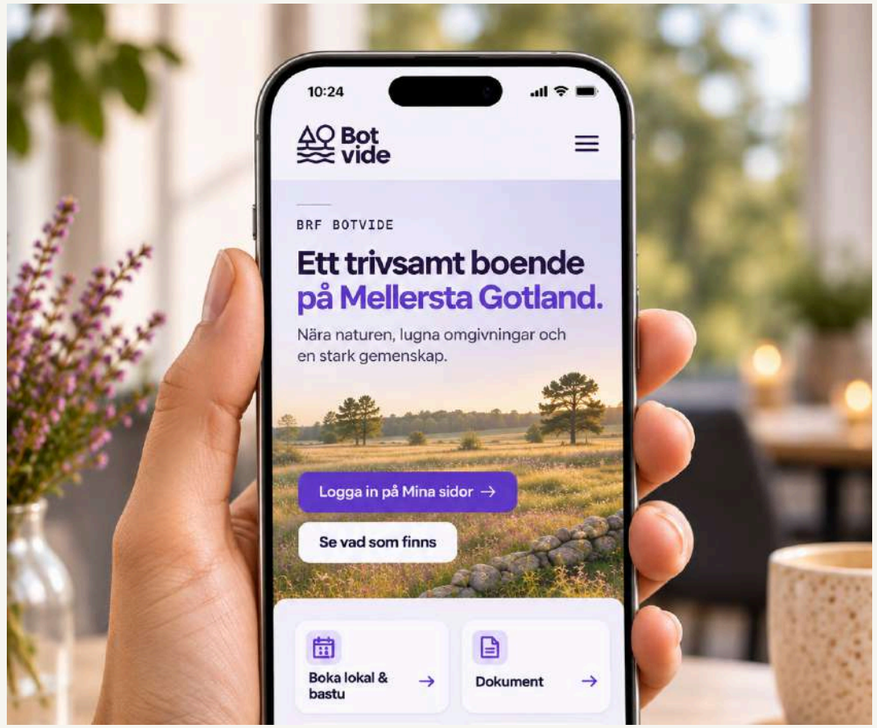
A SHARED *DIGITAL HUB.*



WEB / DESKTOP

Overview and shortcuts for residents

Design concepts and presentation mockups; deployment and functionality are not verified.



WEB / MOBILE

Responsive concept for member information

PRACTICAL APPLICATIONS

DESIGN FOR *EVERYDAY LIFE.*



BOOKING CALENDAR

Yearly view for the community room / presentation mockup

From the handbook and bylaws to online services and location-based information.

ONE PLACE FOR EVERYTHING

The identity should be more than recognisable. It should help residents find relevant information, navigate the grounds and understand the association's shared routines.

ARCHIVE.

Different briefs. The same curiosity.

Beyond the three featured cases, my work spans identity, packaging, editorial design, campaigns, illustration, digital interfaces and print production. These 20 projects show the journey from concept to application.

20 PROJECTS / TEN VISUAL SPREADS

THE ARCHIVE / 20 SELECTED PROJECTS

IDENTITY & LOGOS



IDENTITY & PACKAGING

Gotlandspecialisten



VISUAL IDENTITY

Idrottsskadeexperten

THE ARCHIVE / 20 SELECTED PROJECTS

IDENTITY & LOGOS



LOGO CONCEPT

Crewd



IDENTITY / CONSTRUCTION

ProjektEtt

THE ARCHIVE / 20 SELECTED PROJECTS

EDITORIAL & PRINT



PRINT / PACKAGING

Design by Cement



EMPLOYEE HANDBOOK

Protos

THE ARCHIVE / 20 SELECTED PROJECTS

EDITORIAL & PRINT



PREPRESS / HANDBOOK

SweProd Graphics



BOOK DESIGN / ILLUSTRATION

Valpjournalen

THE ARCHIVE / 20 SELECTED PROJECTS

CAMPAIGNS & CONCEPTS



EVENT CONCEPT / INVITATION

Furuvik



ONBOARDING CONCEPT

Region Kronoberg

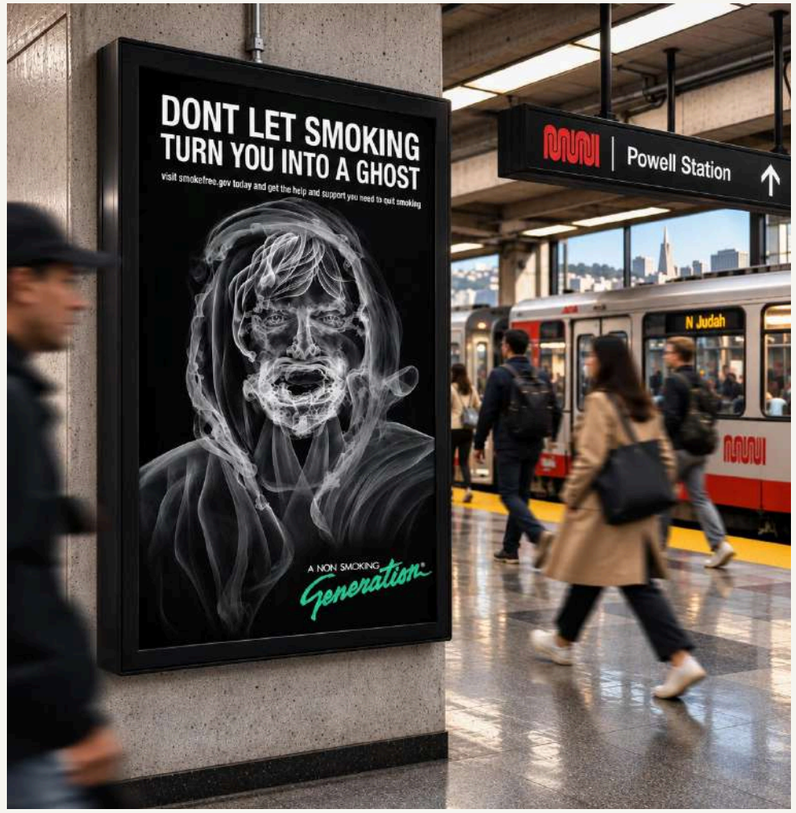
THE ARCHIVE / 20 SELECTED PROJECTS

CAMPAIGNS & CONCEPTS



POSTER / ADVERTISING

Greizer



CAMPAIGN / PHOTO MANIPULATION

Smokefree.gov

THE ARCHIVE / 20 SELECTED PROJECTS

EVENTS & VISUAL DESIGN



EVENT IDENTITY / WEB

Island Invitational



EVENT IDENTITY

Poker-SM Live

THE ARCHIVE / 20 SELECTED PROJECTS

EVENTS & VISUAL DESIGN



LABEL / ILLUSTRATION

ØL ETT



TEXTILE GRAPHICS

Krukan

THE ARCHIVE / 20 SELECTED PROJECTS

DIGITAL & APPLICATIONS



APP CONCEPT / UI

Ubet



VEHICLE GRAPHICS

Elians

THE ARCHIVE / 20 SELECTED PROJECTS

DIGITAL & APPLICATIONS



BROCHURE / INFORMATION

Hydrogenfarm



CONSTRUCTION DRAWINGS

Sjöbredared 114

ARCHIVE / PROJECT INDEX

20 PROJECTS.
A BROAD PRACTICE.

01	Gotlandspecialisten	IDENTITY & PACKAGING
02	Idrottsskadeexperten	VISUAL IDENTITY
03	Crewd	LOGO CONCEPT
04	ProjektEtt	IDENTITY / CONSTRUCTION
05	Design by Cement	PRINT / PACKAGING
06	Protos	EMPLOYEE HANDBOOK
07	SweProd Graphics	PREPRESS / HANDBOOK
08	Valpjournalen	BOOK DESIGN / ILLUSTRATION
09	Furuvik	EVENT CONCEPT / INVITATION
10	Region Kronoberg	ONBOARDING CONCEPT
11	Greizer	POSTER / ADVERTISING
12	Smokefree.gov	CAMPAIGN / PHOTO MANIPULATION
13	Island Invitational	EVENT IDENTITY / WEB
14	Poker-SM Live	EVENT IDENTITY
15	ØL ETT	LABEL / ILLUSTRATION
16	Krukan	TEXTILE GRAPHICS
17	Ubet	APP CONCEPT / UI
18	Elians	VEHICLE GRAPHICS
19	Hydrogenfarm	BROCHURE / INFORMATION
20	Sjöbredared 114	CONSTRUCTION DRAWINGS

THE NEXT PROJECT BEGINS WITH A CONVERSATION

HAVE A CHALLENGE?

Let's talk.

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