

Shouvik Kar

● Brand Experience Designer

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PROFESSIONAL SUMMARY

Designer working since 2016 with clients in India, the United States and Europe. Combines brand strategy, visual identity and UX/UI design to create consistent brand and digital experiences, delivering projects from concept through implementation.

INDEPENDENT DESIGNER 2016–2026

Buckaroos 360 Dog Care (Oklahoma, U.S.A)

- Brand Designer & Strategist · Freelance, Remote · Apr 2019 - Present
- Delivered brand identity, website design and visual content during 200% growth in annual business revenue, from approximately \$50K in 2019 to \$150K in 2022 and beyond.
- Led social content ideation, scripting, design, editing and publishing with founder input; helped grow accounts launched in late 2021 to 185K Facebook and 31K Instagram followers.
- Co-founded DiggIt Magazine and supported branding for the PenPal rescue initiative.

Ada Vet Clinic (Oklahoma, U.S.A)

- Brand & Web Designer · Freelance, Remote · Oct 2022 - Present

Designed the brand identity and responsive website, refining navigation and service information to help visitors find relevant care. Later work involved website maintenance and updates.

Fayble.io (California, U.S.A)

- Art Director & Strategist · Freelance, Remote · Aug 2025 - April 2026

Developed a standard operating procedure (SOP) for producing AI-generated sports visuals and video content, maintaining character and brand consistency across scenes. Developed cinematic visual direction, refining lighting, framing, motion and continuity throughout production.

Korjuu (Helsinki, Finland)

- Brand Designer · Remote · October 2019 - February 2021

Created the brand identity and developed marketing strategies.

Wildcraft (Bangalore, India)

- Brand Consultant · Part-time, Onsite · November 2019 - January 2020

Created brand visuals and messaging; managed agency coordination and reviewed creative work for brand alignment.

Safety Plus (Oklahoma, USA)

- Web Designer · Freelance, Remote · October 2020 - September 2022

Built the website and interactive courses in collaboration with the client team, organising content for clear navigation and access to information.

EMPLOYMENT EXPERIENCE

Sanford Graphics (Michigan, United States)

- Art Director · Full-time, Remote · September 2018 - April 2019

Produced approximately 20-30 branded artwork projects monthly, selling for \$300-\$1,000 each; company revenue was approximately \$10,000-\$12,000 per month during this period.

Winner Brands (Bangalore, India)

- Art Director · Full-time, Onsite · July 2018 - September 2018

Directed branding strategy and developed visual identities for technology startups with agency teams.

Lucid Concepts (Kolkata, India)

- Graphic Designer · Part-time, Remote · July 2016 - July 2018

Designed hospitality branding for Nocturn, Mumbai Local, Gabbars, Khasbagh Rajasthan and What's in the Name; participated in weekly strategy meetings.

EDUCATION

Bachelor of Design | National Institute of Fashion Technology | Graduated 2018

SKILLS

Design : Brand Strategy, Brand Identity, Visual Design, Art Direction, User Interface Design, User Experience Design, Responsive Web Design, Micro-Interactions, Editorial Design, Video Editing And Digital Marketing.

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, WordPress, Framer, HTML and CSS.

AI tools: ChatGPT, Codex, Stable Diffusion, Higgsfield, Kling, Runway, Gemini (Veo 3) and Midjourney.

LANGUAGES

English (professional), Hindi and Bengali (native), German and Sanskrit (basic).