A. Patrik Garde

Design Director | Brand, Visual & Product Design

Fort Lauderdale, FL 33301
info@patrikgarde.com
www.patrikgarde.com
linkedin.com/in/patrikgarde/

//SUMMARY

Design Director with 20+ years building brand systems and digital products from scratch. Led all design and product work at eTags, scaling from startup to $100M+ annual revenue and 500K+ monthly visitors as the founding and sole design lead. Launched 10 consumer brands across eCommerce, health, and fintech verticals. Skilled in brand architecture, product UX, design systems, front-end development, and AI-assisted design workflows.

//SKILLS

Brand Identity & Systems, Product UI/UX Design, Interaction Design, Information Architecture, Design System Development, eCommerce Experience Design, Mobile-First Design, Accessibility, Prototyping, Visual Design, Motion Graphics, Creative Direction, Art Direction, User Research, Usability Testing, Cross-Functional Leadership, Stakeholder Communication, AI-Assisted Design Workflows

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Sketch, Affinity Designer, HTML, CSS/SASS, JavaScript, Final Cut Pro, Premier

//EXPERIENCE

VP of Design

eTags.com | Jan 2014 – Oct 2025 | Ft. Lauderdale, FL

- Spearheaded the entire brand system, product UI, and design language from day one, scaling consistently as the platform grew to $100M+ annual revenue, 500K+ monthly visitors, and 200K+ five-star reviews.
- Established and led the full product design process across a high-volume B2C consumer platform and B2B government portal: user research, information architecture, wireframing, prototyping, high-fidelity UI, and front-end implementation.
- Analyzed FullStory behavioral data to identify high drop-off funnel steps, then redesigned those flows to improve task completion through cleaner validation, error recovery, and progressive disclosure.
- Developed a cross-platform design system that unified web and mobile patterns, accelerating team delivery and eliminating design inconsistency across multiple states and product lines.
- Designed and built the front-end of the customer portal and internal operations tools used daily by the support team.
- Directed creative production across email campaigns, video, paid media, and print, maintaining a consistent brand voice across every channel.
- Collaborated directly with executive leadership on product strategy, roadmap prioritization, and brand direction.

Co-Founder & Head of Design

AvantGarde Marketing | Mar 2010 – Dec 2013 | Ft. Lauderdale, FL

- Conceptualized and launched 10 distinct consumer brands from concept to market, including 6 full D2C brands with identity, packaging, eCommerce, and campaign creative.
- Designed Real E-Cigarette from naming and brand identity through hardware packaging, eCommerce, and digital campaigns, securing premium market positioning and driving significant revenue growth.
- Led end-to-end development of SKN Labs, a Scandinavian-positioned skincare brand: identity, packaging, supplier sourcing, CRM, and eCommerce, generating early revenue at launch.
- Established scalable design systems that kept each brand consistent across products and channels without duplicating effort.

Design Director

AJT Media | Jan 2013 – Nov 2014 | Ft. Lauderdale, FL

- Designed and launched Healthnook, a health insurance marketplace that generated $6M in first-year revenue, enabling consumers to compare and enroll in plans without needing to navigate industry complexity.
- Delivered the complete product experience — brand, marketplace UI, enrollment flow, and front-end implementation — within one year.
- Directed design across auto-insurance and DMV services verticals, guiding a cross-functional team from concept through launch and reducing design-to-development handoff time.

Project Brand Director, UI/UX

Argo Digital Solutions | Jul 2007 – Jan 2010 | Ft. Lauderdale, FL

- Designed and built web portals and product UI for rVue, a digital out-of-home advertising platform used by media buyers and network operators, streamlining user workflows and reducing onboarding time.
- Defined information architecture and project guidelines that improved delivery speed and consistency across development teams.
- Presented brand strategy and design direction to the board of directors, securing approval for a new visual identity and product roadmap.

Director of Interactive

XtremeMac | Oct 2005 – Jun 2007 | Weston, FL

Pioneer in Apple device accessories, including the world's first iPod case and first Bluetooth speaker.

- Overhauled the company's online presence — product pages, email campaigns, and banner ads — refreshing brand image and boosting user engagement.
- Developed a templating system that significantly reduced time-to-publish for ongoing web updates.
- Reorganized the interactive team's workflows and procedures to improve output quality and delivery speed.

Interactive Design Manager

Starmark Ad Agency | Aug 2000 – Oct 2005 | Ft. Lauderdale, FL

- Directed interactive and multimedia production for Nokia, Motorola, BOSCH, and the U.S. Marine Corps across high-profile campaigns in multiple industries.
- Standardized production workflows and file architecture for the interactive team, streamlining handoffs and reducing project turnaround time.
- Coached junior designers on tools, processes, and emerging technologies, raising overall team output quality.

Designer & 3D Artist

Frankel & Co Ad Agency | 1998 – 2000 | Chicago, IL

Produced interactive experiences and campaign assets for McDonald's, Frito-Lay, USPS, Walmart, and United Airlines.

//INDEPENDENT WORK

Owner

PG Studio | May 2005 – Present | Ft. Lauderdale, FL

Independent design practice focused on brand systems, UI/UX, and front-end production for web and product experiences. Addy Gold Award, Best Website — Langerado Music Festival (2007).

//EDUCATION

IxDF Masterclass Certificate

Online Certification | 2026 | Dynamic User Experience: Design and Usability

Beckmans School of Design

Commercial and Advertising Art | 1993 – 1995 | Stockholm, Sweden
Graphic design, brand systems, advertising, magazine layout, and print

Stockholm Art Institute

Artistic Elemental Training | 1992 – 1993 | Stockholm, Sweden
Fine art training in oils, pastels, printing press, lithography, photography, sculpture