



Patrik Garde

Design Director | Brand, Visual & Product Design

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Brand-first Design Director with senior-level expertise in visual identity systems, product strategy, and front-end development. Led the full design and branding for eTags, scaling the platform to over \$100M annual revenue, and drove the successful launch of DTC brands with standout market positioning. Directed product design for AJT Media, launching a health marketplace that reached \$6M in first-year revenue.

SKILLS

Product & Visual Design Systems, UI & UX Design, Interaction Design, Brand Architecture & Strategy, Front-End Development, Mobile-first, Motion graphics & video, Creative/ Art Direction, Accessibility, eCommerce Experience Design, AI-Assisted Design Workflows, Information Architecture, Integrated Campaign Creative, Prototyping, Figma, Mentorship & Team Building, Stakeholder Communication, Cross-Functional Leadership

TOOLS

Design: Figma, Sketch, Adobe XD, Adobe Creative Suite, Affinity
Dev: HTML, CSS/SASS, JavaScript
Video: Final Cut Pro, iMovie, After Effects, Premiere

WORK EXPERIENCE

VP of Design | eTags | Jan 2014 – Oct 2025 | Ft. Lauderdale, FL

eTags is one of the leading DMV service platforms in the US. I joined as the first design hire and helped build the company from a two-person startup to \$100M+ in annual revenue, 500K+ monthly visitors, and 200K+ five-star reviews.

- Built the entire brand system, product UI, and design language from day one, and maintained it consistently as the product scaled across multiple states and platforms.
- Owned the full product design process: research, information architecture, wireframes, prototyping, high-fidelity UI, and front-end implementation.
- Redesigned high drop-off funnel steps using FullStory behavioral data, improving completion rates by tightening clarity, validation flows, and error recovery.
- Built a cross-platform design system that unified web and mobile patterns, reduced inconsistency, and sped up delivery.
- Designed and built the front-end of the customer portal and internal support tools used daily by the operations team.
- Directed creative assets for email campaigns, video production, paid media, and print, keeping brand voice consistent across every channel.
- Partnered directly with executive leadership on product strategy, roadmap decisions, and brand direction.

Co-Founder & Head of Design | AvantGarde Marketing | Mar 2010 – Dec 2013 | Ft. Lauderdale, FL

Built and launched 10 distinct online brands from scratch, including six full D2C brands with identity, packaging, eCommerce, and campaign creative. The two largest, Real E-Cigarette and SKN Labs, both reached meaningful commercial scale.

- Built a premium DTC nicotine brand (Real E-Cigarette) from naming and identity through hardware packaging, eCommerce, and digital campaigns, which secured premium pricing and drove notable sales growth.
- Led end-to-end development of SKN Labs, a Scandinavian-positioned DTC skincare brand, overseeing identity, product formulation support, packaging, supplier sourcing, CRM, and eCommerce, resulting in a launch that captured a niche market and generated early revenue.
- Created four additional brands (Ultra Colon Klenz, Lean Detox Cleanse, HCG ProLean, Renuvol) from concept to launch, delivering full branding, landing pages, eCommerce platforms, and marketing campaigns that expanded the company's portfolio and attracted new customer segments.
- Built scalable design systems to keep each brand consistent across products and channels without duplicating effort.

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

Led product design and brand strategy across three product launches: healthnook.com, Insured Life, and Direct OMV.

- Designed and launched Healthnook, a health insurance marketplace that helped everyday people compare and enroll in plans without needing to understand the system. Generated \$6M in revenue in its first year.
- Built the full product experience: brand, marketplace UI, enrollment flow, and front-end implementation, all in under a year.
- Directed design across the auto-insurance and DMV services verticals, guiding a cross-functional team from concept through delivery, which resulted in a unified brand system and reduced design-to-development handoff time.

Project Brand Director, UI/UX | Argo Digital Solutions | Jul 2007 – Jan 2010 | Ft. Lauderdale, FL

Led brand and digital product design for Argo Digital Solutions, RMS Network, and rVue, a digital out-of-home advertising platform.

- Designed and built web portals and product UI with Adobe XD and Sketch for a technical platform used by media buyers and network operators, streamlining user workflows and reducing onboarding time.
- Defined information architecture and project guidelines using Adobe Creative Suite, which increased delivery speed and improved consistency across development teams.
- Presented brand strategy and design direction to the board of directors, securing approval for the new visual identity and product roadmap.

Director of Interactive | XtremeMac | Oct 2005 – Jun 2007 | Weston, FL

Founded in 2001, XtremeMac was the pioneer in creating accessories for Apple devices, including the world's first case for the original iPod and the first Bluetooth speaker.

- Redesigned the company's online presence, including product pages, banner ads, and email campaigns, using HTML and CSS, which refreshed the brand image and boosted user engagement.
- Built 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

Led interactive and multimedia production for major brand clients, including Nokia, Motorola, BOSCH, and the U.S. Marine Corps.

- Designed and built interactive websites, presentations, and UI for high-profile campaigns across multiple industries, delivering engaging experiences that increased client audience interaction.
- Standardized production workflows and file architecture for the interactive team, which streamlined hand-offs and reduced project turnaround time.
- Mentored junior designers on tools, processes, and emerging design technologies, improving team skill level and consistency of deliverables.

Designer & 3D Artist | Frankel & Co Ad Agency | 1998 – 2000 | Chicago, IL

Designed and produced interactive experiences and campaign assets for brands including McDonald's, Frito-Lay, USPS, Walmart, and United Airlines.

- Created 3D store and banner layouts in Cinema 4D for Frito-Lay, Disney, Walmart, and United Airlines, delivering visual assets that supported campaign launches.
- Designed brochures and live focus-group graphics in Adobe Photoshop and Illustrator for McDonald's, helping the team gather consumer feedback.
- Produced graphic designs for USPS, contributing to the agency's promotional materials.

INDEPENDENT WORK

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

Ongoing independent design and front-end practice focused on brand systems, UI/UX, and production-ready implementation for web and product experiences for multiple clients and brands. Awarded Addy gold award in 2007 for best Flash website for Langerado music festival.

EDUCATION

IxDF Masterclass Certificate | 2026 | Online Certification

Dynamic User Experience: Design and Usability

Beckmans School of Design | 1993 – 1995 | Stockholm, Sweden

Commercial and Advertising Art - Graphic design, advertising history, and techniques. branding and brand systems. Magazine layout and print techniques.

Stockholm Art Institute | 1992 – 1993 | Stockholm, Sweden

Artistic Elemental Training - Fine art training in oils, pastels, printing press, lithography, photography, sculpture

Gerleborg School Of Art | 1991 | Gerleborg, Sweden

Artistic Means Of Expression - Fine art training in oils, pastels, printing press, lithography, sculpture

Nacka Gymnasium | 1988 – 1991 | Stockholm, Sweden

Business/Managerial Economics