



Patrik Garde

Design Director | Brand & Product Design | UI/UX

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Design Director with senior-level expertise in design leadership, 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. Ready to help lead innovative design and deliver user-focused results for your team.

SKILLS & TOOLS

Product Design & UX
UI Design & Visual Design
Interaction Design
Information Architecture
UX Research & Usability Testing
Design Systems
Brand Identity & Strategy
Creative Direction
Front-End Development
Figma

HTML / CSS / SASS
JavaScript
Adobe Creative Suite
After Effects & Premiere
Motion Graphics
AI-Assisted Design Workflows
Cross-Functional Leadership
Design Operations
Stakeholder Communication
Mentorship & Team Building

Design:
Figma, Sketch, Adobe XD,
Adobe Creative Suite

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.