IAN RICKETTS



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PORTFOLIO
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Remote, US

Print on demand & Key accounts

I sell, launch and grow print-on-demand programs, and I know how every garment gets made.

Eight years in branded apparel and print on demand, from owning a screen-printing shop to running it as General Manager. Account lead for 60+ client brands and 15+ branded online stores, with 10+ for-profit stores launched on Fulfill Engine, where I was an early user and helped shape its development. I sold the work myself: ~$345K in revenue as owner-operator through 2024, $146K of it from 14 enterprise orders won through consultative selling and cold outreach. Fluent in fabrics, garment styles and every decoration method, from Shopify and Printify storefronts to high-volume POD production.

10+
for-profit POD stores launched on Fulfill Engine

60+
client accounts led, from first call to reorder

$345K
revenue as owner-operator through 2024, $146K from 14 enterprise orders

15+
branded online stores launched for clients

Print on demand and e-commerce

The full POD range, from Shopify and Printify storefronts to high-production platforms like Fulfill Engine: 3 years as an early user, 10+ for-profit stores launched. Company, team and drop stores set up so orders print and ship without inventory. I match the platform to each client's volume, products and margins.

Sales and key accounts

Consultative B2B selling and cold outreach that turns a first conversation into a recurring program. Quoting, sourcing and pricing apparel, promo and hardgoods to the brand and the budget. Own the relationship from discovery through proofs, production and reorders. HubSpot Inbound Sales certified.

Product, quality and operations

Fluent in fabrics, blanks, garment styles and decoration methods, so clients get exactly what they pictured and the best possible print. Ran the shop as General Manager: team of seven across sales, art, production and service, production standards, and a new location launched from build-out to grand opening.

Tools

Ai Illustrator · Ps Photoshop · Id InDesign · Lr Lightroom · Acrobat

Fulfill Engine 3 yrs, 10+ stores — Also Shopify, Printify, Squarespace, AI image tools, HTML/CSS

Brands I've built or run

Founder, owner or creative lead

bear prints Screen Printing & Embroidery → BRANDLAB DESIGN.CREATE.WEAR.

Bear Prints (est. 1978) became BRANDLAB. Named it, designed the identity and wrote the business model, then carried it through signage, store and website to a new location opened Feb 2026.

WHITE HILL

ROAN

Experience

ianricketts188@gmail.com · 541-780-7907 · Portfolio: work.bestfrend.xyz

BRANDLAB

Late 2022 to present · Redmond, OR

Formerly Bear Prints, est. 1978 · General Manager and Creative Lead · previously Owner, Graphic Designer, Screen Printer

- Generated ~$345K in revenue as owner-operator through 2024, including ~$146K across 14 enterprise-scale orders, by pairing design with consultative selling and cold outreach.
- Lead a team of seven across sales, art, production and customer service; partnered with the owner to launch the new location from build-out through its February 2026 grand opening.
- Directed the BRANDLAB rebrand of a 1978 screen-printing shop, from name and identity to signage, website and online store.
- Account lead for 60+ client brands, from first call through quoting, proofs, production and reorders. Launched branded online stores for 15+ of them, many backed by print on demand.
- Launched 10+ for-profit stores on Fulfill Engine over three years as an early user, and fed back on the platform as it developed.
- Guide clients on garments, styles and hardgoods, quoting and sourcing each product to the brand, the audience and the budget. 400+ production-ready graphics art-directed and shipped.
- Set production standards and mentor staff on art prep and separations; the work ships the way it was quoted and designed.

Bestfrend

2018 to present · bestfrend.xyz

Founder · brand, product, sales and operations

- Built an independent apparel and art brand from nothing and ran every part of it: the world and voice of the brand, the art, the garments, the photography, the drops, the store and the customer.
- Made the clothing by hand, from sourcing fabric and blanks through cutting, sewing, printing and finishing, then packed and shipped every order. Primary income from 2019 to 2022.
- Added print-on-demand for secondary products, which began three years of POD fluency on top of hands-on production.
- Built and run the storefronts myself; fluent in Shopify and Squarespace from launching and managing the brand's own.
- Everything it takes to start and run a clothing brand, learned by doing it: product, production, pricing, e-commerce, content, fulfillment and community.

White Hill

2026 to present · whitehillweb.com

Founder · brand, websites and B2B sales

- Founded a two-sided studio: websites, SEO and Google services for small businesses, and a SaaS revenue-recovery product for trade contractors.
- Four clients since founding, each taken from discovery through brand, build and launch, with identities designed from scratch where the business needed one.
- Creative lead on every engagement: understanding what the owner is trying to become, then designing the brand and site that gets them there.
- Own the full client relationship, from first conversation through launch, hosting and ongoing care.

Certifications

Inbound Sales Certified
HubSpot Academy · 2026

Customer Success for Sales
Salesforce Trailhead · 2026

KICKOFF Predictive Project Management
Project Management Institute · 2026

Production fluency

Screen printing, separations to press
Embroidery and digitizing prep
DTF and DTG
Laser engraving
Fine-art reproduction

Product fluency

Fabrics, fits and garment styles
Hardgoods and promotional products
Blank and hardgood distributors
Costing, pricing and vendor sourcing

Professional development

Impressions Expo, 2023 to 2025: advanced screen printing, merch e-commerce, pricing and profitability, shop modernization

Also founded

ROAN, joinroan.com. Equestrian and ranch management app: brand, product direction, release management and user support.

Earlier

Squirt Fine Art Printing, Bend, OR. Sales and production, 2018 to 2019. Color and quality control for fine-art reproduction, working directly with artists.

Education

Central Oregon Community College, Bend, OR