

RICK MEDINA

BRAND DEVELOPMENT GROUP

20+ YEARS EXPERIENCE



PERSONAL

Name Rick Medina

Relationship Single

Nationality American

Languages English

CONTACT

Mobile 760-566-2127

Home 760-566-2127

Email ricksdesignsolutions@gmail.com

Skype humaliens

Address 1318 Brewley Lane
Vista, CA 92081

KEY REFERENCE

Ryne Heene - Anheuser-Busch - 760.419.2350

LINKS



ricksdesignsolutions.com



instantimprints.com

CAREER SUMMARY

- Serial entrepreneur, brand developer and card game designer. Rick currently operates and manages Instant Imprints of San Diego, CA, specializing in custom branded apparel for companies in San Diego.
- 20+ years as a proficient graphic designer and programmer, specializing in brand identity design, product design, custom apparel design, table-top card game design, responsive theme-based websites, mobile app development, and .Net player management platform development for online games.
- Proven leader and an accomplished technology consultant with 20+ years of owning and operating different business types; Instant Imprints, Brand Development Group, and Avis Rent-A-Car Agency.
- Developed licensable player management platform for online games using .Net, C#, MS SQL Server.
- Delivered multiple iOS/Android Apps for Dental Agency.
- Credited table-top game designer for industry leading game publisher Alderac Entertainment Group.
- Extensive knowledge of Adobe CC Suite, Microsoft Office, Microsoft .Net, C#, SQL Server, HTML5, CS3, Javascript, PHP, MySQL, Java, WordPress, Shopify eCommerce platform and Unity 3D development.
- Excellent phone, communication, writing, and sales skills.
- Excellent social media marketing and sales management skills.
- Dedicated to delivering exceptional customer experiences every day.

PROFESSIONAL EXPERIENCE

2024
2019

5 YEARS - INSTANT IMPRINTS CENTER MANAGER

Turned an underperforming custom apparel business into a net profitable business, increasing YTD sales from \$250K to \$800 that's projected for 2024.

2023
2013

11 YEARS - BRAND DEVELOPMENT GROUP

Design and development work for hundreds of clients. Including card game products for family, kids and the hobby market.

2012
2008

5 YEARS - FEDEX KINKOS - PRINT SALES & PRODUCTION

Lake Forest CA, and Orange County based Fedex Kinkos. Responsible for sales, production and delivery of print orders for hundreds of corporate businesses.

2006
1995

12 YEARS - AVIS RENT-A-CAR AGENCY OWNER

Owner/Operator of a successful Avis Rent-A-Car business on El Toro Rd. Lake Forest CA, in the heart of Orange County CA.

- Turned an underperforming location into a profitable location in under 3 years.
- Maintained nearly 1.5 million in annual gross sales for last 7 years in operation.
- Business closed due to new Cendant contract demands and El Toro restructuring.

1995
1993

3 YEARS - NETVISION SOFTWARE DEVELOPMENT

Orem, UT. Joined college friend's startup. I did product design, print design and beta testing. Left for opportunity with Avis Rent-A-Car business. Company went on to be one of Utah's fastest growing companies and a software leader in the NT/Netware meta-directory administrative space.

1993
1990

4 YEARS - PC SALES, VERTICAL SYSTEMS INSTALLER

Software sales consultant for IBM and ComputerLand
I was a top sales person, having installed hundreds of vertical software systems for businesses all around the South Bay, Los Angeles CA.
I was also a certified Apple developer and independent software programmer.

RICK MEDINA

BRAND DEVELOPMENT GROUP

20+ YEARS EXPERIENCE



PERSONAL

Name	Rick Medina
Relationship	Single
Nationality	American
Languages	English

CONTACT

Mobile	760-566-2127
Home	760-566-2127
Email	ricksdesignsolutions@gmail.com
Skype	humaliens
Address	1318 Brewley Lane Vista, CA 92081

KEY REFERENCE

Postal Annex - Frank Derbin - 949-690-1247

LINKS



ricksdesignsolutions.com

EDUCATION

2018
2016

Computer Science Information Technology

Palomar College, San Marcos CA, 3.85 GPA, Dean's List.

Refreshed all relevant graphic design, programming and development technologies.

2020
2016

California Notary Public, Certified 2015

Independent Mobile Notary

SKILLS

- Proficient knowledge of Adobe CC Suite, Microsoft Office, Microsoft .Net, C#, SQL Server, Silverlight, HTML5, CS3, Javascript, PHP, MySQL, WordPress, eCommerce platforms and Unity 3D development.
- 20+ years of Product and Print Design experience
- Strong Entrepreneur mindset, having successfully run multiple business types; including Avis Rent A Car
- Excellent Sales Skills & Communicator
- Excellent Social Media Marketing Skills (Google & Yelp & Inksoft iStore Development Platform)
- Self-Motivated Leader
- Adobe Design Specialist
- Microsoft Technology Specialist (Office & Azure)
- Custom HTML5 Web Design & Development
- Custom WordPress Web Design & Development
- Custom E-Commerce Web Design & Development
- .Net Web Design & Development
- Mobile App Design & Development
- Unity 3D Game Development
- Brand Identity Design
- Excellent PC & Networking Troubleshooter
- Established Client Customer Base
- Proven Team Player
- Ability to learn fast any software and pos system

REFERENCES

- Postal Annex Owner - Frank Derbin - 949-690-1247
- Valerie Weld - Client - Codex DNA Corporation - 408-569-0769
- Ken Arnold - Client - Athens Pool Services - 760-675-5868
- Yelena Bushong - Business Associate - 818-618-8695
- Dale Cave - Development Partner - NetVision - 801-358-3253

Additional references on request.