

## BIO

### BUSINESS BIO

Jon has evolved his art from still images to multimedia to consumer products. Originally a freelance photographer, then a pen-and-ink designer with a background in fine arts, he moved to multimedia early in its technological development. He created animated demos and retail point-of-sale kiosks in the early 90's, and then moved to a design firm called CKS. He worked in its fledgling Interactive group, creating Web sites, CD-ROMs, digital video, and animations for leading technology firms. CKS soon became one of the largest multimedia agencies in the world. Later he worked for MausHaus, an interactive design firm, handling similar responsibilities for an equally impressive list of clients. Recently, with the decline of the economy Jon gathered up some of his old workmates and started a completely virtual company called, [SuMaWah LLC](#). This new company model focuses on product development, design and marketing for new consumer electronic products. Through Jon's experience he has assembled contacts throughout the US and Asia and has the ability to develop consumer products from concept to completion. The products designed and marketed from Jon and his team are sold under several brand names including [Spectare Products](#) which is owned and maintained by Jon and his company. Jon's products have been placed in places like Target, Sharper Image, Brookstone, JC Penny and other specialty stores. Jon and his company now hold several Trademarks for consumer brand names as well as Design Patents for new product designs.

Jon brings a breadth of knowledge and experience that enables him to expertly manage projects from concept to completion. His long list of clients include some of the top national companies such as Sprint, Cisco, Apple, Timberland and Intel. He knows how to get projects completed successfully -- on time, on task and on budget. His style is a flexible, client-oriented, practical approach. He brings knowledge of how marketing and technology interplay and can recommend best approach for clients.

Jon's past accomplishments include a CD-ROM for a Sprint national direct mail campaign and an interactive tradeshow kiosk for Lam Research, completed at Maus Haus. As Executive Producer for 12 Centimeter Multimedia Corp, his efforts were focused on the corporate and entertainment DVD markets. As Senior Producer for CKS|Pictures and CKS|Interactive (later became MarchFirst), Jon produced award-winning projects for Apple Computer, Globalstar and Timberland. Among previous work for CKS was an award winning series of retail in store demos for Apple computer, starting with the Apple Performa in 1995 and ending with the iMac in 1998.

### TEACHING BIO

Jon Bender has been teaching since he was a graduate student in Art at San Jose State University. He worked as an instructor at the university while pursuing his MFA. He teaches courses at the University of California, Santa Cruz Extension, in Cupertino and also at SFSU's Multimedia Studies Program. Teaching seems like the perfect balance to his professional concerns. His students' enthusiasm helps him retain a fresh perspective on his own work.

Jon holds a Master of Fine Arts degree in Computers in Art from San Jose State University and a Bachelor of Fine Arts in photography from the University of Alaska. As an instructor at UCSC Extension, Jon developed coursework that is now a requirement for a Web certificate.

## SKILLS

<b>product Idea:</b>	<ol style="list-style-type: none"> <li>1. Create a concept from scratch or help improve an existing idea.</li> </ol>
<b>research:</b>	<ol style="list-style-type: none"> <li>1. Market Research: Determine market need, pricing, and expected longevity.</li> <li>2. User Group Study: Identify a target group of users and their specific needs.</li> <li>3. Technology Review: Define based on current state of the technology.</li> </ol>
<b>product definition:</b>	<ol style="list-style-type: none"> <li>1. Product Naming: Develop a memorable product name to resonate with the target</li> <li>2. Product Specification: Includes functionality, concept, price and market review.</li> <li>3. Trademark: Register brand and product trademarks.</li> <li>4. Website Registration: Register appropriate product and brand domain names</li> <li>5. Branding and Identity: Product Logo, branding, identifying marks and style guide.</li> </ol>
<b>sourcing, manufacturing &amp; development:</b>	<ol style="list-style-type: none"> <li>1. Select the best and most appropriate team to produce the product</li> <li>2. Project Management: Provide the "Glue" that sticks all of the parties together and enables clear communication regardless of location or language.</li> </ol>
<b>product design:</b>	<ol style="list-style-type: none"> <li>1. Industrial Design: Work directly with industrial designers overseas or in the USA</li> <li>2. Coordinate with the manufacturing partners.</li> <li>3. User Interface Design: Create an easy UI solution targeted to the end user.</li> </ol>
<b>development:</b>	<ol style="list-style-type: none"> <li>1. Developer Support: Oversee and ensure that product definition goals are met.</li> <li>2. QA and testing: Evaluate the product to ensure the best possible delivery.</li> </ol>
<b>marketing and advertising:</b>	<ol style="list-style-type: none"> <li>1. Product Photography: Take photographs or make 3D renderings for all materials</li> <li>2. Sell Sheets: Create sales sheets and promotional materials.</li> <li>3. Marketing web site: Produce marketing sites to promote the product to buyers.</li> <li>4. Advertising: Plan, Create and implement Ad Campaigns for print, web or TV.</li> </ol>
<b>package materials:</b>	<ol style="list-style-type: none"> <li>1. Package Design: Create the best and most appropriate package.</li> <li>2. Packaging Artwork: Design based on our product identity, branding and users.</li> <li>3. User Manual: Write a comprehensive and easy to follow user manual</li> <li>4. Other Materials: Create other materials (registration cards, guides, etc.)</li> </ol>
<b>production:</b>	<ol style="list-style-type: none"> <li>1. Final Production QA: Supervise the production line to ensure quality standards.</li> <li>2. Shipment and Logistics: Ensure that the product is successfully delivered.</li> </ol>
<b>follow-up, support and evaluation:</b>	<ol style="list-style-type: none"> <li>1. Sales Support: Train and support the sales and technical support staff.</li> <li>2. Evaluation: Make changes or modifications based on user &amp; market feedback.</li> <li>3. Modify and Update: Modify and update the product as needed.</li> </ol>

## EMPLOYMENT

2005 - PRESENT	<p><b>FOUNDER / PARTNER / PRODUCT DEVELOPER</b></p> <p>SuMaWah LLC</p> <p>SAN JOSE, CA</p>	<p>Managing Director and founder of the company. Specializing in all phases of product development from concept to completion. Jon is also the founder of <a href="#">Spectare</a> and <a href="#">WhereWolf</a> product brands. Jon is currently developing new channels for the products as well as helping other companies succeed in the world of product development, brand identity and marketing.</p>
2002 - 2005	<p><b>MANAGING DIRECTOR / PARTNER</b></p> <p>Digital Frog LLC</p> <p>SAN JOSE, CA</p>	<p>Co-founder and owner of a multimedia company for interactive as well as traditional media projects. Clients included HP and Yahoo.</p>
2000 - 2002	<p><b>EXECUTIVE PRODUCER</b></p> <p>Maus Haus</p> <p>SAN MATEO, CA</p>	<p>Lead producer for interactive projects including CD ROM, DVD, Kiosk and the web applications. Clients include Sprint and Lam Research.</p>
1998 - 2000	<p><b>EXECUTIVE PRODUCER</b></p> <p>12 CENTIMETER</p> <p>MT. VIEW, CA</p>	<p>Development of a new business model focusing on content creation, encoding and authoring of DVD and other multimedia projects. Responsibilities include business development, client relations, project management and supervision.</p>
1996 - 98	<p><b>EXECUTIVE PRODUCER</b></p> <p>CKS PICTURES</p> <p>CUPERTINO, CA</p>	<p>Lead producer for motion graphic, CD ROM and web projects for major clients such as Apple Computer, Intel, Timberland and others. Maintained direct client relations, team supervision as well as direction of video / photography shoots.</p>
1994 - 96	<p><b>SENIOR PRODUCER</b></p> <p>CKS PICTURES / INTERACTIVE</p> <p>CUPERTINO, CA</p>	<p>Project management, client relations, supervision and production responsibilities of interactive multimedia projects.</p>
1992	<p><b>ANIMATOR, GRAPHIC ARTIST</b></p> <p>AD WARE INC. LOS GATOS, CA</p>	<p>Contractor for animation and production work on interactive projects.</p>
1991 - 92	<p><b>PROJECT MANAGEMENT ASSOCIATE</b></p> <p>BY VIDEO INC. SUNNYVALE, CA</p>	<p>(Internship) Production of interactive laser disc displays for retail businesses.</p>

## TEACHING

1995 - PRESENT	<b>INSTRUCTOR</b> University of California, Santa Cruz, Extension	Teaching UC extension courses: Web Design and Production Management and Interactive Project classes. Classes are a requirement for the certificate program.
1997 - 2004	<b>INSTRUCTOR</b> SFSU Multimedia Studies	Teaching Multimedia production classes that serve as a requirement in the certificate program.
1990 - 94	<b>TEACHING ASSOCIATE</b> SAN JOSE STATE UNIVERSITY, SCHOOL OF ART AND DESIGN	Part Time Faculty, Classes taught include Art 101A "Computers in Art and Design". (An intro. class in Multimedia) and Art 14 "Color" (An introductory course in color theory and design.)
1992 - 94	<b>PACIFIC ART LEAGUE OF PALO ALTO,</b> ART FACULTY MEMBER	Printmaking Instructor: Classes taught include: Beginning through advanced Intaglio Printmaking, Alternative Process Printmaking (Including photo processes) and Mixed Media Printmaking.

## EDUCATION

1989 - 94	<b>SAN JOSE STATE UNIVERSITY</b>	Master of Fine Arts/ (CADRE Institute) Computers in Fine Art GPA 3.9 Multimedia Computer applications including interactive video.
1984 - 87	<b>UNIVERSITY OF ALASKA, ANCHORAGE</b>	Bachelor of Fine Arts/ Photography, Printmaking GPA 3.75 Graduated "Cum Laude"