

The background is a solid teal color with white topographic contour lines. The lines are more densely packed in the top-left and bottom-right corners, creating a sense of depth and terrain. The word "Hello." is written in a large, white, serif font across the middle of the image. Above the first few letters of "Hello.", the word "riverbend." is written in a smaller, white, sans-serif font.

riverbend.

# Hello.

**r.**



## *about us*

We are a team of left-brained creative thinkers and right-brained problem solvers. We create engaging user experiences and build practical tools for the digital marketplace.

Our goal is to develop premium digital product minus the typical agency bloat. At our core, we are problem solvers. We collaborate, consult and lead projects for some of the biggest brands around.

We're a strategic partner, a valued asset, and an agency's best friend. Quite often, we're what you might call the "guy behind the guy." We're adept enough to service clients as a full-service solutions provider and nimble enough to integrate and collaborate with dedicated client teams. Whether shaping the big idea for a Fortune 500 or building a brand from scratch for a local startup, we embrace every challenge equally. What we value most is the quality of our product. Build lasting relationships and deliver killer work — that's our mantra.



## *our team*

Based in Seattle and located blocks from Pike Place Market, we now call lattes and the Pacific Northwest home. But our principals' roots date further back to dormitories, cold pizza, and a hunger to create.

### Jason Tattan

*Partner, Creative Director*

Jason began his career as an interactive designer and art director at digital agencies Enlighten and i33. During this time, he led creative efforts on award-winning projects for General Motors, Buick, Audi, Sony and Pulte Homes. His designs have earned recognition from the Webby Awards, the American Advertising Federation and J.D. Power and Associates. He co-founded Riverbend in 2002, where he now directs user experience definition and visual design. His portfolio of work for Riverbend includes developing creative strategies and executions for a client roster that includes Ford, Lincoln, Dodge, Chrysler, CNN, Coca-Cola and Microsoft. Jason received a BFA from the University of Michigan.

### Scott Isaacson

*Partner, Technology Director*

Scott started his professional career as an interactive software developer and product designer at YouPowered Inc. He later served as a Flash Developer for digital agencies Digitas and Organic. In 2002, he co-founded Riverbend, where he now puts his plethora of skills and knowledge into practice as resident technology guru. At Riverbend, Scott has led development efforts on a variety of project types ranging from website redesigns and online media campaigns to building custom desktop and mobile applications. His client roster includes AMC, ABC, HBO, AT&T, Fedex and Microsoft. Scott received a BFA from the University of Michigan. He complements his creative background with a strong technical expertise.





*our services*

We are multi-disciplined black belts of the world wide web. We're always looking to sweep the leg of our next challenge.

Plan

Requirements Definition  
Discovery & Analysis  
Creative Strategy  
Development Strategy  
Functional Specifications  
Concept Development  
Tech Evaluations  
Content Audits  
Paper Prototyping  
Information Architecture  
User Experience Definition  
Schematics & Wireframes

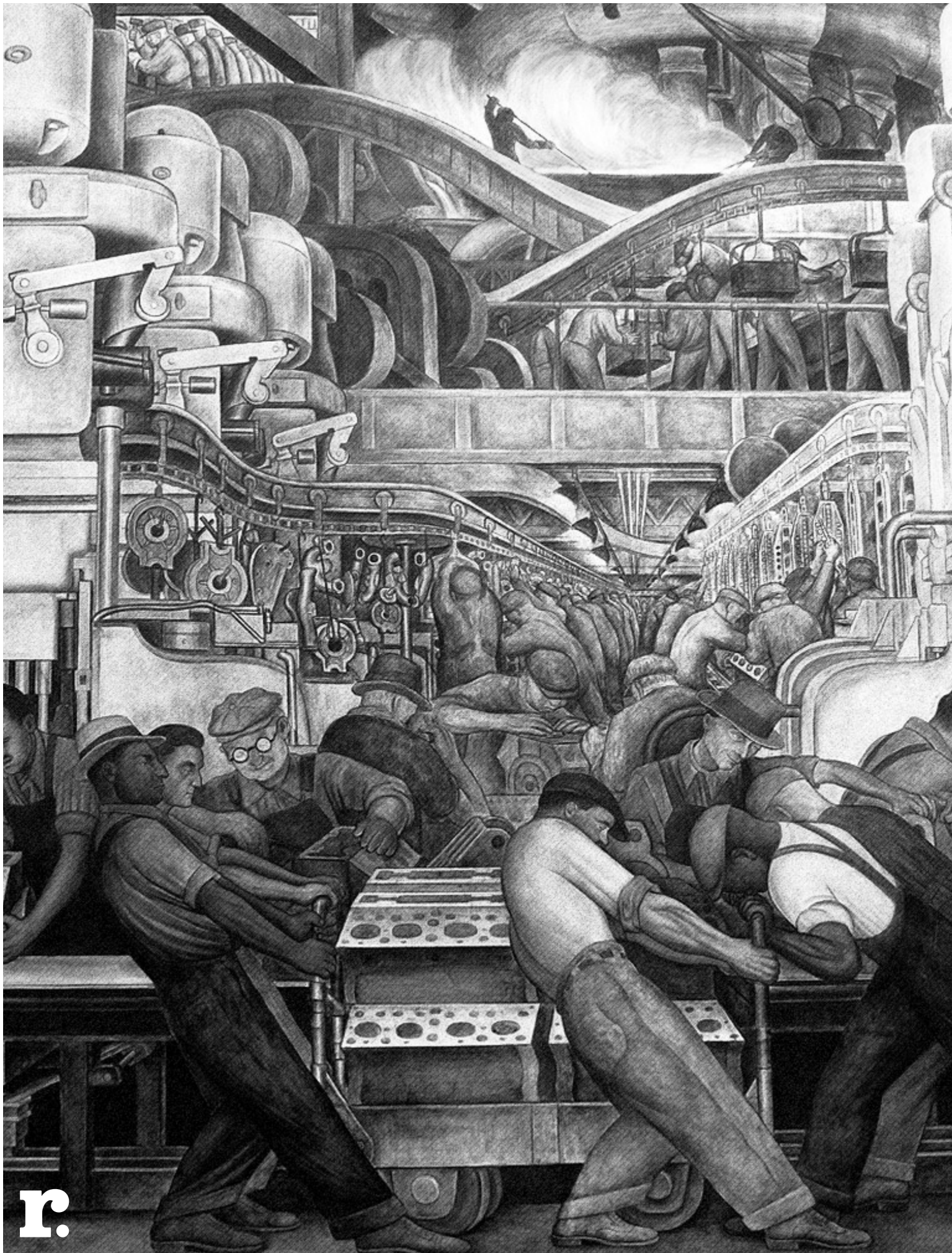
Create

Creative & Art Direction  
Visual Design Concepts  
Mobile/Responsive Design  
Rapid Prototyping  
User Interface Design  
Copywriting  
Production Design  
Motion & Animation  
Video Editing/Production  
Brand & Identity  
Web Development  
Online Media Campaigns

Build

Flash Development  
Functional Prototyping  
Android/Mobile Apps  
iOS (iPhone & iPad) Apps  
Online Game Development  
Database Frameworks  
Custom Admin Tools  
Content Management  
Search Engine Optimization





r.

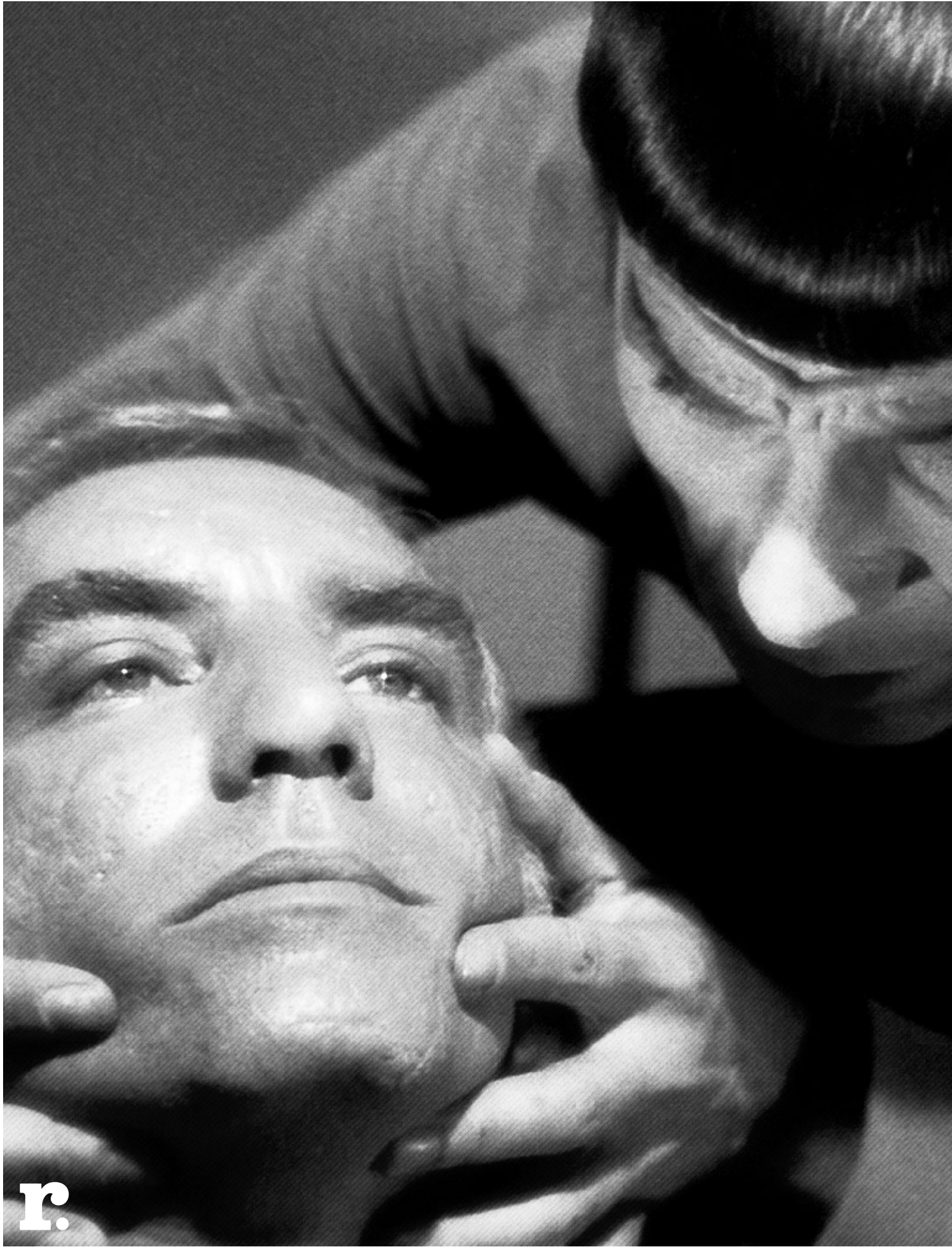
## *methodology*

Our production process is motivated by creative expression, quality of work, and cross-discipline collaboration.

We are nimble enough not to be hamstrung by a single methodology and practice. Whether Agile or Waterfall, we try to tailor the way we approach each project so that it best aligns with the client goals, requirements, and budget.

Our projects typically begin with a brief Discovery period. During this stage, we try to determine the best approach for the task at hand before polishing a game plan to yield the best results.



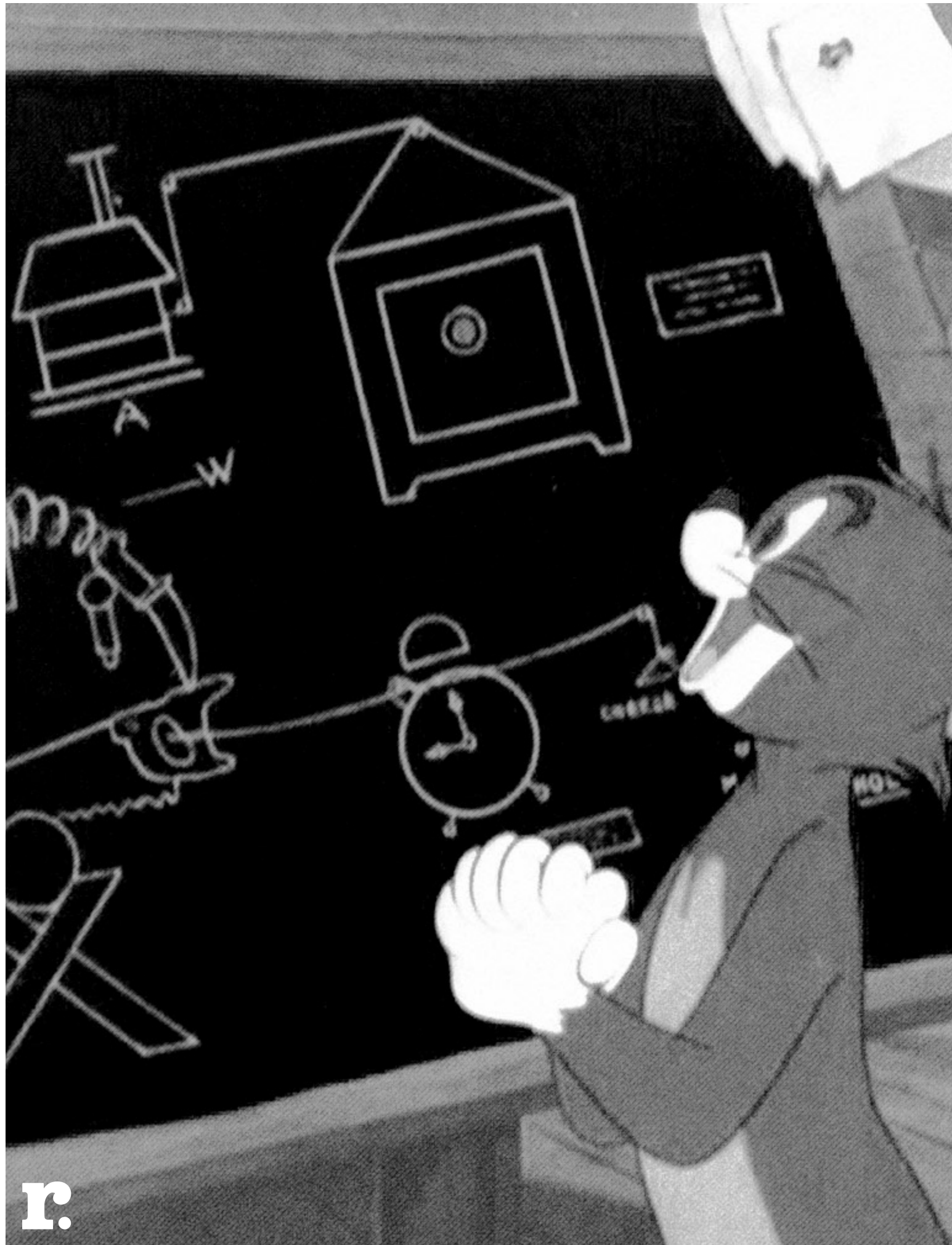


*our process*

Discovery

Accomplishing our end goal for a project requires a keen understanding of audience needs and behavior patterns. It requires some research, ideation and fine tuning. Our Discovery period is dedicated to information gathering, competitor analysis, and early Research and Development. The outcomes reached during this phase inform subsequent recommendations for User Experience, Design and Development.





*our process*

Define

We develop the idea for our plan of action during the Define stage. We dream up concepts, ruminate over ideas, then draft the blueprint. We test and validate our ideas through a series of whiteboard sessions, paper prototyping, and cross-discipline communication. We then develop schematics and wireframes to lay the foundation for the User Experience. We don't work in a vacuum—we collaborate and listen. Developers and creatives work closely together to flesh out a strategy that is sound in both its creative vision and technical feasibility.



## *our process*

### Design

We start off with a blank canvas and a palette full of ideas. The Design stage is where we explore look and feel directions and visual concepts rooted in the conclusions formed during the Define stage. This is where our User Experience recommendations and creative strategy merge with art direction and graphic design to craft an experience that is engaging, intuitive, and on-point.

Whether we're leading the creative vision for a large-scale dot com or producing the nuanced details of a sophisticated software GUI, we always bring a wealth of experience, critical thinking, and proven results to your project.





## *our process*

### Develop

There's no magic formula to our rock solid development skills. We have no jQuery elixir—we simply bring our smarts, industry experience and knack for problem solving to the table. The Develop stage is where our team of skilled geeks take the finalized design compositions and UX concepts, then retire to the nerdery to plug away and bring your project to life. This is where we build front-end markup back-end code, implement tracking, and optimize for search engines and load times. When our team of developers are not busy delivering full-service solutions to our clients, they frequently serve as team leads for larger traditional agencies that need a partner who can ensure their product will be built right.





*our process*

























# Deploy

The Deploy stage kicks off our product review period. While our Develop stage includes multiple iterations and internal checkpoints, Quality Assurance Testing during the Deploy stage provides an opportunity to validate performance against a common set of variables and controls. We begin with a period of internal functionality testing and code optimization on a non-public facing environment, where Alpha and Beta versions are staged for review. Client Beta testing provides a final opportunity to test and optimize against real-world measures. As we test, we document known issues with resolution tracking. With each round, we refine the product and move closer to our end deliverable. With the testing period complete, we then help our clients migrate their product to the final hosting environment.



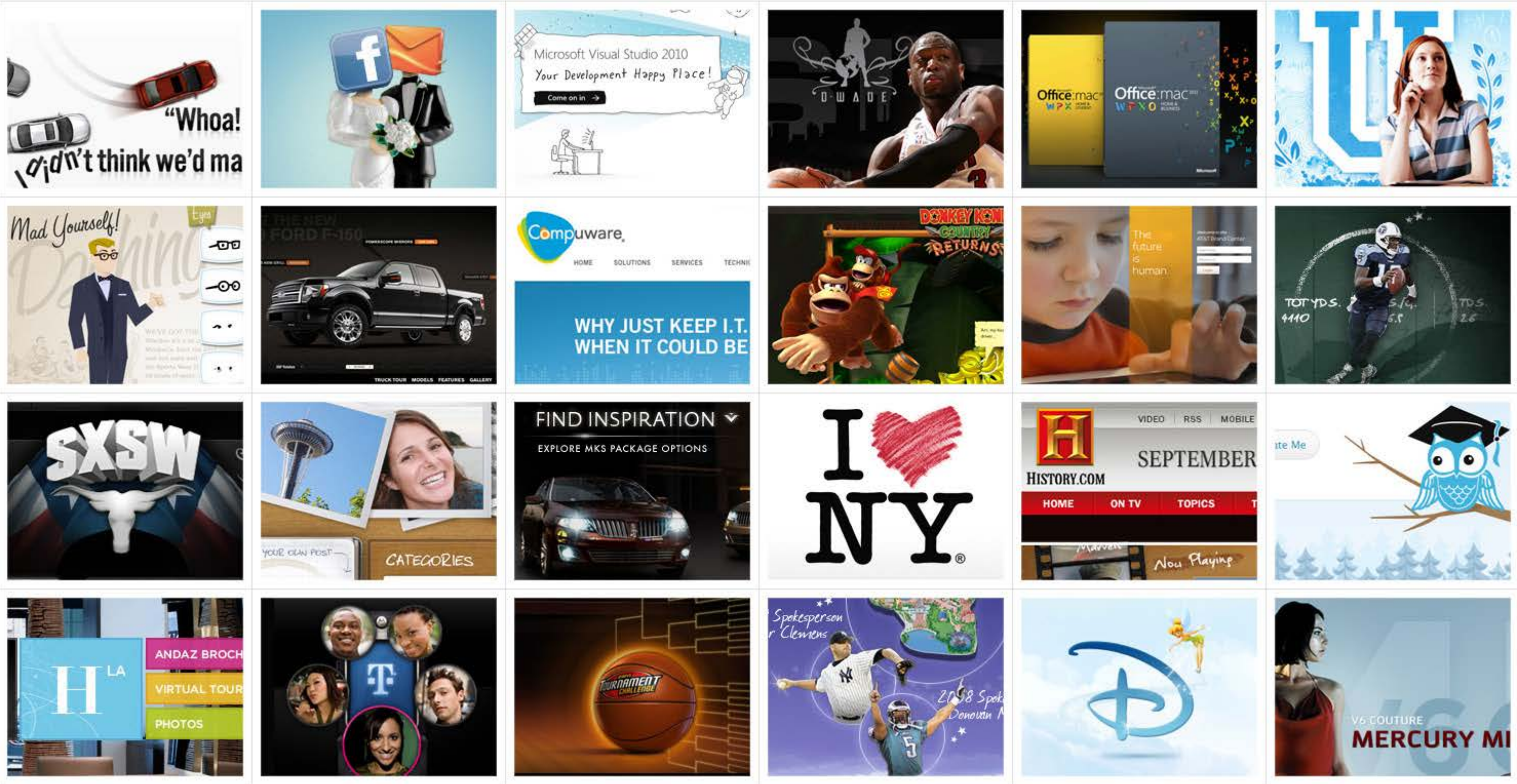
our experience

We’ve had the pleasure to work for a variety of clients through the years. Below is a selection of brands that we’ve worked with.


our work

Below is a small sampling of past efforts. We handle everything from websites and apps to online media campaigns and everything in between.






our work



Go Further


Vehicles ▾ Shopping ▾ Ford Social 


Find a Dealer | Login

### 2013 MUSTANG

- Gallery
- Features
- Specifications
- Models


# DEEP DOWN, YOU KNOW YOU WANT TO.



 Build & Price

Starting MSRP <sup>1</sup>	LEASE FROM	FUEL ECONOMY <sup>2</sup>	USER REVIEW
\$22,200	\$317/MO	19/31 MPG	4.5 ★★★★★


## MUSTANG AVAILABLE IN 11 DIFFERENT MODELS



**V6**

Starting MSRP	\$22,200
Seating for	4 people
MPG City/Hwy	19/31


- First-ever 305 HP, 31 MPG V6
- 6-Speed Manual Transmission
- HID Headlamps
- Premium AM/FM stereo



**V6 PREMIUM**

Starting MSRP	\$26,200
Seating for	4 people
MPG City/Hwy	19/31


- First-ever 305 HP, 31 MPG V6
- 6-Speed Manual Transmission
- HID Headlamps
- Premium AM/FM stereo



**V6 CONVERTIBLE**

Starting MSRP	\$27,200
Seating for	4 people
MPG City/Hwy	19/31

- First-ever 305 HP, 31 MPG V6
- 6-Speed Manual Transmission
- HID Headlamps
- Premium AM/FM stereo



**GT**

Starting MSRP	\$30,300
Seating for	4 people
MPG City/Hwy	19/31

- First-ever 305 HP, 31 MPG V6
- 6-Speed Manual Transmission
- HID Headlamps
- Premium AM/FM stereo

### SHOPPING TOOLS

- Build & Price
- Search Inventory
- Request a Quote


### RESEARCH TOOLS

- Compare Vehicles
- Estimate Payments
- Get Updates




## our work

We've defined Ford's global style guidelines, creating a unified look for online advertising and digital communications.



**YEAR END**  
CELEBRATION

**Drive one.**



**YEAR END**  
CELEBRATION

**Find a Dealer**  
**Search Inventory**  
**Get this Offer**

**\$199** A MO.  
39 Month Red Carpet Lease  
With \$1865 Cash Due at Signing\*  
Roll over for more info.

**Drive one.**

Complete an early order of the 2012 Focus and get the Focus Technology Instant Rebate.  
[View Online](#) | Please add [ford@email.fordvehicles.com](mailto:ford@email.fordvehicles.com) to your safe list to continue receiving new product information and updates from Ford.

## December Newsletter



Drive one.

Build & Price

Trade-in Value

Incentives & Offers



### Hey John, be one of the first to own an all-new 2012 Ford Focus.

This is about more than leading the pack by being the first to own the exhilarating 2012 Focus. It's about taking advantage of the Focus Technology Instant Rebate by placing an early order of the Focus soon. With it, you'll have an extra \$500 toward upping the ante on technology in your Focus.\* Use it on SYNC®, MyFord Touch™ or other new technologies.

[> Get your \\$500 offer](#)

### In this issue:

- [> 2011 Ford F-150](#)
- [> Public Offer](#)
- [> Explorer Sweepstakes](#)
- [> Fiesta Project](#)



### Start more than a car

Focus has it all. And then some. Select models have a shutter in the grille that closes to make the car more aerodynamic. It also has a cornering system that helps to improve road grip during turns. It can make calls for you, play the songs you want and become a Wi-Fi® hot spot for your passengers.\*\*



*our work*

We developed a popular social avatar generator for AMC that welcomed half a million users in the first two weeks.



our work

We helped craft a new creative vision and user experience strategy for CNNMoney.

Sign up | Login | CNN.com

Enter Symbol or Keyword 

SEARCH

HOME

VIDEO

BUSINESS

MARKETS

PERSONAL FINANCE

TECHNOLOGY

FORTUNE

Money

MARKET TRACKER  
09/26 9:32am ET

DOW  
10,525.43  
+100.81  
+0.97%

NASDAQ  
2,296.43  
+26.96  
+1.19%

S&P 500  
1,115.01  
+12.35  
+1.12%

NOVL  
Novell, Inc.  
-0.51%

EXTRADE  
FINANCIAL

TOP STORIES

TOP VIDEOS

TUESDAY, SEPTEMBER 26, 2010



Apple debuts new Apple TV, iPods

Classic isn't getting annual updates anymore like its cousins, but the immense hard drive keeps it alive. [FULL STORY >](#)



Oracle's next move?



HP wins bidding war



New Sony e-readers

TECH NEWS

TRENDING TOPICS

AROUND THE WEB

LOCAL NEWS

Trending Topics

+ FILTER BY TOPIC

+ FILTER BY SOURCE

SORT BY: 

FACEBOOK

TWITTER

LINKEDIN

COMMENTS



**philiped** Apps set to overtake songs: Based on current download rates, the crossover could come before the end of the y... <http://bit.ly/bxO4sK>  
less than 30 seconds ago via twitterfeed



**Apple debuts new Apple TV, iPods**  
Apple CEO Steve Jobs introduced a revamped Apple TV device, a new iPod line and updates to the OS for the iPhone, iPod Touch and iPad. [MORE >](#)

F

by Philip Elmer-DeWitt  
Fortune

in

104

te

143

f

249

co

86

TECH BIZ, MOBILE, GAMING & GADGETS

TECH BIZ, MOBILE

COLUMNISTS

COMMUNITY ALL-STARS

**Featured Columnists**



F PHILIP ELMER-DEWITT  
PC pain is Apple's gain



CN LAURIE SEGALL  
Startups flock to Twitter headquarters



F ADAM LASHINSKY  
What will Oracle buy next?



CN JESSI HEMPEL  
Skype's \$200 million ad opportunity

HTC Aria™

you

want a lot more internet,  
a little less phone

Buy now >

at&t

htc quietly brilliant

Advertisement

**Social Trends**

Most popular stories on Twitter.

Most iPhone users love AT&T

312

Apple is the new hacker bulls-eye

246

Look who's making money on Facebook

129



*our work*

**PHENOL 55**  
full-service wine cellar • seattle wa

**CELLAR  
BROWSE**

We crafted a vision and built the digital tools for a full-service wine storage and delivery service.

**5840** AIRPORT WAY S STE 113  
SEATTLE WA 98101

PHONE 206.708.6540  
INFO@PHENOL55.COM



our work

We envisioned new digital directions for Dodge, Jeep and Chrysler.





our work

**GOOD TO KNOW!**

Search  Share: [f](#) [t](#) [p](#) [m](#)


Home Spread Facts Tasty Recipes

## SPREAD *the* LOVE.


Tasty cooking comes from the heart – which is why the benefits of using buttery spreads always keep yours in mind. Check out these delicious recipes, and share your favorites with friends and family.

*a Recipe*


Select Brand  Select Meal Type




**Aztec Rice**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Baked Acorn**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Parmesan-Roasted Broccoli**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Dutch Baby Tart**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Baked Squash**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Family Omelette**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Honey-Roasted Veggies**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Creamed Corn**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes




**Pea Salad**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes



**Spinach Salad**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes



**Frittata**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes



**Scrambled Eggs**  
12 servings  
Prep Time: 15 minutes  
Cook Time: 2 hours 15 minutes



Riverbend Design Group, LLC  
414 Stewart Street, Suite 215  
Seattle, WA 98101

T (206) 223-9866  
F (206) 223-9865  
E [info@riverbendinteractive.com](mailto:info@riverbendinteractive.com)

