

# Cal Vornberger

910 West End Avenue Suite 3D • New York, New York 10025 • (212) 316-7828 • www.calvorn.com • cal@calvorn.com

## SUMMARY OF QUALIFICATIONS

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Innovative entrepreneur, educator, creative director, photographer, and author with expertise creating interactive media, motion graphics and Web-based solutions. Recognized with numerous awards for innovative design of cutting edge new media for Fortune 100 companies.

## SELECTED PROFESSIONAL EXPERIENCE

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- Entrepreneur/CEO  
Founded and directed several successful interactive agencies specializing in Web design and digital marketing.
- Educator  
Adjunct Professor teaching a wide variety of digital media courses.
- Professional Photographer  
Award-winning photographer published worldwide in books, magazines, newspapers, greeting cards, calendars, and brochures.
- Author  
*Birds of Central Park*, Harry N. Abrams, Inc.
- Producer/Creative Director
  - The Walt Disney Company
    - Designed multiple CD-ROM press kits for Disney theme parks.
  - The Rock and Roll Hall of Fame
    - Created "World's Biggest Jukebox" for Cleveland-based museum.
  - Novartis
    - Produced company's first-ever Web site and intranet site.
  - The Hearst Corporation
    - Produced company's first corporate Web site.
  - ABC Television
    - Produced 15 CD-ROM press kits over five year relationship with network
  - United Media
    - Designed original "Peanuts" Web site.
  - The Wall Street Journal
    - Designed company's first Web site.
  - Apple Corps
    - Produced CD-ROM press kits for "Beatles Anthology"
  - The U.S. Naval Academy
    - Designed multiple interactive exhibits for Academy's visitors center.

## WORK EXPERIENCE

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DigitalPopShop – New York, NY ([www.digitalpopshop.com](http://www.digitalpopshop.com)) 2009 – Present

### Chief Executive Officer

Founded and manage interactive agency specializing in Web-based solutions.

Katharine Gibbs New York City ([students.calvorn.com](http://students.calvorn.com)) 2003-2009

### Adjunct Professor

Taught Web design, 2D and 3D animation, motion graphics, photography, and design.

EPICEDGE, INC. – Austin, TX

### Chief Creative Officer

2000 –2001

Established corporate reputation through unified branding initiatives.

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TUMBLE INTERACTIVE MEDIA – New York, NY (www.tumbleinteractive.com)

1989 –2000

## Chief Executive Officer

- Founded and directed interactive agency that produced award-winning new media projects for Fortune 100 companies
- Expanded company from single employee to more than 50 over a five year period while capturing revenues exceeding \$3.5 million per annum
- Outstanding achievements in design communications earning numerous awards including Advertising Age's "Best Award" and over 75 citations for excellence in design communications.
- Named one of the top 100 multimedia producers in the country by Multimedia Producer magazine
- Negotiated sale of Tumble Interactive to EpicEdge, a public company based in Austin, Texas, and became Chief Creative Officer of the company

## SKILLS

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Proficient with Macintosh, Windows, and Linux operating systems. Expert in LAMP development environment and Open Source software. Expert knowledge of designing and implementing Joomla-based Web sites. Award-winning photographer with expert knowledge of all aspects of both traditional and digital darkroom workflow.

Expert knowledge of Photoshop, Illustrator, Dreamweaver, After Effects, Final Cut Pro, Flash, 3D Studio Max, Combustion, and Lightroom. Master digital printer with in-depth knowledge of large format printers, RIP software and color separation.

Fluent in Spanish.

## EDUCATION

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**WAYNE STATE UNIVERSITY**

Detroit, Michigan

Master of Fine Arts

**UNIVERSITY OF MICHIGAN**

Ann Arbor, Michigan

Bachelor of Arts

## REFERENCES

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### KATHERINE DILLON

Principal Dillon/Thompson Design  
katherine@dillonthompson.com  
www.dillonthompson.com

### THÉRÈSE M. LEMELLE

Former Dean, Design & Digital Media  
Katharine Gibbs New York  
tmllemelle@earthlink.net

### BILL RAY

Professional Photographer  
billrayphotos@mac.com  
www.billray.com