

Charles E. Buchwald

526 Isabella Point Road
Salt Spring Island, BC
tel: 250.653.9041
cell: 250.537.0218
charles@peregrinenewmedia.com
<http://www.PeregrineNewMedia.com>

Profile

Charles Buchwald is a design, information technology and management professional with 25 years of outstanding experience in a variety of industries. Charles' leadership in numerous major projects and new product development efforts, and his unique skill set, have been key assets for public and private organizations in Canada and abroad.

Experience

Consultant 2002 - present

Peregrine New Media www.peregrinenewmedia.com

Comprehensive subcontracting services for the international new media market, including development and design for the BC Ministry of Forests, Ministry of Finance, Mercurial Communications, and other high-profile local and international media companies. Marketing and development for a variety of new product launches.

Creative & Technical Director 2000 - 2002

Etraffic Solutions, Inc., Victoria www.etrafficsolutions.com

Design, development and marketing of first-of-its-kind learning software, including a CANARIE-funded, major elearning initiative. Supervised a staff of programmers and designers. System analysis and business development. Helped grow the company from a staff of 4 to a staff of 22 in 18 months.

Designer/Systems Analyst 2000

Hot House Design & Marketing, Victoria www.hothouse.ca

Worked with clients to analyze and develop business and marketing strategies for campaigns in both the public and private sectors, including creative direction and systems analysis.

Creative Director 1997 - 2000

Park Tool Co., St. Paul, Minnesota www.parktool.com

Creative Director for the world's largest bicycle tool manufacturer. Developed marketing strategies and implemented the design and production of packaging, displays, catalogs, brochures, brand building, and other projects including several new product introductions. Integral part of product design team. Credited with growing mature company 10+ percent per year for 3 years.

Art Director & Lead Programmer 1995 - 1997

Kavouras, Inc., Burnsville, Minnesota www.kavouras.com

Charles E. Buchwald

526 Isabella Point Road
Salt Spring Island, BC
tel: 250.653.9041
cell: 250.537.0218
charles@peregrinewmedia.com
<http://www.PeregrineNewMedia.com>

Art director for all marketing and promotional materials used in the U.S. and throughout Europe. Lead technical developer for new broadcast weather graphics hardware/software: company's flagship product. Developed batch processing routines that saved the company \$30,000/month.

Freelance Programmer & Designer 1993 - 2002

Fallon McElligott Advertising, the Midwest's second largest ad agency (www.fallon.com). West Publishing Corporation, world's largest publisher of law books (www.westlaw.com). Pillsbury, Inc. (www.pillsbury.com), and several other major midwest companies.

Multimedia Systems Manager 1992 - 1993

Martin/Williams, Inc., Minneapolis, Minnesota www.martinwilliams.com

Built the multimedia program of the Midwest's sixth largest ad agency from the ground up, including administering the installation, and operation of a state-of-the-art, computer-driven A/V system, training administrative and support staff, and authoring interactive new business presentations.

Exhibit Designer & CAD Administrator 1991 - 1992

Minnesota Historical Society, St. Paul, Minnesota www.mnhs.org/places/historycenter

Working with six-figure budgets, developed interactive elements for 15,000 square feet of exhibit space. Managed staff of junior designers and administered departmental CAD system.

Print Production Manager 1990 - 1991

Walker Art Center, Minneapolis, Minnesota www.walkerart.org

As a member of the staff of the journal "Design Quarterly", oversaw the production of magazines, brochures, catalogs, and a book. After hours, designed custom software for the Exhibits and Conservators departments.

Assistant Manager 1986 - 1989

Outdoor Experience, Pittsburgh, Pennsylvania

Sold skis, snowboards, outdoor clothing and equipment. One of top 10 salespersons in the U.S. for Gregory Mountain Products. Ski mechanic and nordic ski instructor.

Ski and Bike Mechanic 1980 - 1981

Sundance Bike and Ski, Northfield, Minnesota

Sold alpine and nordic skis and bicycles, and worked in shop on repair and maintenance.

Charles E. Buchwald

526 Isabella Point Road
Salt Spring Island, BC
tel: 250.653.9041
cell: 250.537.0218
charles@peregrinenewmedia.com
<http://www.PeregrineNewMedia.com>

Education

W&C CBT Solutions, Victoria, Canada. 2002.

Advanced Macromedia Flash, Director/Shockwave, and Lingo Programming certification.

Westlawn School of Yacht Design, Stamford, CT, USA. 1999 - 2002.

The Science Museum of Minnesota, St. Paul, Minnesota, USA. C/C++ Programming, 1994.

The College of Wooster, Wooster, Ohio, USA. B.A. Art, 1985. <http://www.wooster.edu>

MacKenzie Prize; Departmental Honors; studies in Advanced Math.

Honours

Member of First Gregory Advisory Panel, 1987, for Gregory Mountain Products, Temecula, California.

Outdoor Experience

Skiing & Snowboarding

Nordic (parallel & skating) since 1975; Alpine since 1980; telemark and snowboarding since 1988. Nordic instructor in Pennsylvania. Tripping in Minnesota, Wisconsin, New Mexico, California.

Cycling

Designed and scratch built euro-style lowracer recumbent bicycle with several unique features. Logged thousands of miles on a very wide variety of cycles, many home built or modified. Designed bike tools for Park Tool, and best-selling clothing for Pace Sportswear. Attended industry events including 1998 and 1999 Interbike trade shows.

Everything Else

Canoeing and small boating, including in 1984 a 5 week, unsupported, solo crossing of Boundary Waters Canoe Area Wilderness in a home-built boat (275 miles of paddling and 100+ miles of hiking). Sail and canoe racing, rowing (fixed and sliding seat), sailboarding, kayaking, outrigger canoeing, whitewater and wildwater canoeing.

Backpacking and mountaineering throughout the Rockies of Montana and Wyoming, and the desert SouthWest, including overnights and day hikes in more than 80 National Parks and Monuments, including the Grand Canyon, the Pacific Crest Trail, and other major parks.

Rock climbing across the U.S., up to a 5.10 level of difficulty free, and 5.7 leading.

SCUBA diving, power kiting, canyoneering, caving, ice climbing, orienteering, freebording, water skiing, trail running, snowshoeing, skijoring... and hangboarding!