PETE McLENNON

CREATIVE DEVELOPER • DESIGN DIRECTOR • ARTIST

CONTACT

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EXECUTIVE HIGHLIGHTS

- 30+ Years Professional Experience
- 385+ Professional Projects
- 240+ Released Products
- 191 Products Developed from Internal Pitch Initiatives
- Extensive Client-Facing Development Experience
- Major Licensing & Brand Collaboration Experience
- Educational Product Development Experience
- Original Intellectual Property Creation Toy, Consumer Product, and Interactive Entertainment Development
- Cross-Disciplinary Creative Leadership

TECHNICAL SKILLS

- Creative Development
- Product Ideation
- Creative Direction Support
- Innovation & Concept Generation
- Pitch Development
- Original IP Creation
- Licensing Collaboration
- Game Design & Systems Design
- Educational Product Development
- Interactive Product Design
- Visual Development
- Brand Development
- Cross-Functional Collaboration
- Stakeholder Communication
- Presentation Development
- Creative Strategy
- Pitch Creation
- Product Concept Visualization
- Game Design Documentation
- User Experience Planning
- Adobe Photoshop
- Traditional Illustration
- Licensed Franchise Development
- Proprietary Studio Toolsets
- Visual Communication
- Motion Capture Pipelines
- AI-Assisted Creative Workflows

PROFESSIONAL SUMMARY

Principal Creative Developer, Creative Director, Concept Artist, and Product Innovator with 30+ years of professional experience helping create, develop, pitch, and launch interactive entertainment products, educational software, toys, licensed consumer products, and original intellectual properties.

Contributed to 385+ professional projects, including more than 240 commercially released products spanning video games, educational platforms, toy products, consumer electronics, and licensed entertainment franchises.

Known for combining creative vision, product ideation, visual communication, game design, and cross-disciplinary collaboration to transform concepts into commercially successful products. Extensive experience working directly with licensors, executives, clients, producers, designers, engineers, artists, educators, and stakeholders throughout all stages of development.

Career distinguished by an uncommon ability to contribute across concept creation, visual development, product innovation, game design, educational design, licensing initiatives, creative strategy, and pitch development.

EXPERIENCE

Concept Artist / Creative Development Contributor 2024–Present

WARGAMING

Contributor to World of Tanks projects since 2019 through Chewy Software.

- Supported live-service content development, event ideation, licensed collaborations, visual development, and cross-team creative planning initiatives.
- Participated in development of seasonal events and thematic content initiatives.
- Collaborated across production, design, marketing, and art disciplines.
- Contributed visual and conceptual development for licensed partnerships.
- Supported creative exploration for major seasonal experiences.
- Participated in ideation and concept generation for live-service content.

SELECTED COLLABORATIONS

Hot Wheels • Warhammer 40,000 • WWE • G.I. Joe • Teenage Mutant Ninja Turtles • Iron Maiden • Megadeth • Motörhead • Rob Zombie • KISS • Five Finger Death Punch • Avenged Sevenfold

Senior Artist / Game Designer / Creative Developer 2004–2024

CHEWY SOFTWARE

Twenty-year multidisciplinary contributor responsible for creative development, product ideation, client collaboration, visual development, educational product creation, licensing initiatives, original IP development, and interactive entertainment design.

- Contributed to 313 professional projects and more than 190 released products.
- Participated in creation and development of numerous original intellectual properties.
- Collaborated directly with major licensors and brand owners.
- Contributed to educational software, toys, consumer products, digital entertainment, and interactive learning platforms.
- Developed concepts, pitch materials, presentations, visual strategies, and product proposals.
- Participated in gameplay design, systems design, curriculum integration, user experience planning, and monetization concepts.
- Supported client presentations, internal innovation initiatives, and franchise development efforts.
- Worked extensively with multidisciplinary teams across design, engineering, production, marketing, education, and licensing disciplines.

SELECTED CLIENTS

Hasbro • Mattel • Disney • Nintendo • Nickelodeon • LeapFrog • Fisher-Price • Amazon • Warner Bros. • MGA Entertainment • Pixar • ABCmouse • Wilson • Wargaming • Lego • Cartoon Network • Pogo • VTech • Roblox • Milton Bradley • Parker Bros.

SELECTED PRODUCT INITIATIVES

Dreamlife • Dreamlife Superstar • Designer's World • Giga-Pets Explorer • Mr. Pencil • LeapSchool • SpongeBob SquarePants: Clash of Triton • Big Hero 6: Baymax Blast • Minnie's Home Makeover • My Math Academy • My Reading Academy • Fisher-Price Smart Cycle • Transformers Beam Box • Hasbro Live • Wilson X Smart Football • Wild Adventure Mini-Golf • Fisher-Price "I Can Play" Series • Blaze and the Monster Machines • Dora the Explorer

CONTINUED

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PROFESSIONAL STRENGTHS

- Adaptable across multiple genres and styles
- Self-directed and dependable
- Collaborative communicator
- Production-focused problem solver
- Strong attention to detail
- Fast to integrate feedback
- Organized and self-managing
- Thrives in both team and independent roles

EDUCATION

William Rainey Harper College
Art & Design Studies 1992–1995

Jefferson-Lewis BOCES
Commercial Art Vocational Program 1989–1991

PERSONAL INTERESTS

- Drawing, Sketching, Illustration and Doodling
- Life-long Comic Book Collector
- Role-Playing and Tabletop Games
- Designing and Creating Games
- RPG & Strategy Video Games
- Dungeons & Dragons
- Movie and Cinema Enthusiast
- Star Wars, Aliens, The Thing
- Irrational love of random Lists and Tables
- Diners, Coffee and Conversation
- Parenting my kids to be proper nerds

REFERENCES

References available upon request



EXPERIENCE (CONTINUED)

Product Designer / Innovation Contributor 2003
REHKEMPER I.D.

Developed toy concepts, invention proposals, commercialization concepts, presentation materials, prototype ideas, and patent-support documentation for toy industry clients.

- Created more than 60 toy and product concepts in six months.
- Participated in invention development and commercialization planning.
- Produced concept presentations, pitch materials, and innovation proposals.
- Contributed to prototype development and patent-support documentation.
- Supported licensing and product-development initiatives.

Artist / Designer 2001–2003
MIDWAY GAMES

Creative contributor supporting concept generation, feature development, gameplay ideation, visual planning, and production development.

- Created and pitched the original Motor Kombat concept.
- Contributed gameplay concepts, documentation, and feature proposals.
- Participated in cross-functional development initiatives.
- Supported production planning and implementation efforts.

SELECTED PROJECTS

NBA Ballers • Mortal Kombat: Deadly Alliance • Mortal Kombat: Deception • Psi-Ops: The Mindgate Conspiracy

Senior Artist / Game Designer 1995–2001
HIGH VOLTAGE SOFTWARE

Multidisciplinary creative contributor supporting game design, progression systems, visual development, level design, feature planning, documentation, and gameplay innovation.

- Contributed to 44 projects and 20 shipped titles.
- Principal creative contributor on LEGO Racers.
- Designed progression systems, reward structures, gameplay loops, and player advancement systems.
- Participated in product definition and gameplay planning.
- Created visual communication materials supporting development and production.
- Collaborated across art, design, production, and engineering teams.

FEATURED ACHIEVEMENT

LEGO Racers: Served as a principal creative contributor responsible for major aspects of progression systems, gameplay design, reward structures, vehicle customization concepts, character development, track planning, and player experience design.

RECOGNITION & ACHIEVEMENTS

- LEGO Racers contributed to two Academy of Interactive Arts & Sciences award nominations and spawned both a videogame and toy franchise.
- Created and developed numerous concepts that progressed from internal pitches to commercial products.
- Extensive experience collaborating with major global entertainment, educational, and consumer brands.
- Character work published in LEGO Corporation's 1999 LEGO Design Values manual as an example of expected quality.
- Dreamlife franchise contributed to a Toy of the Year nomination.
- Created and pitched original Motor Kombat concept later incorporated into the Mortal Kombat franchise.
- Interviewed by Bricks To Bytes LEGO gaming archive group about designing and developing LEGO Racers.
- Guest speaker and instructor for game development, art, and storyboarding programs at the Illinois Institute of Art.
- Guest speaker on game development and art at local midwest High Schools.
- Third Place, Statewide Commercial Art Competition representing Jefferson-Lewis BOCES Vocational School.