PETE McLENNON

GAME DESIGNER · CREATIVE DEVELOPER · ARTIST

CONTACT

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CAREER HIGHLIGHTS

- 30+ Years Professional Experience
- 385+ Professional Projects
- 240+ Released Products
- 191 Products Developed from Internal Pitch Initiatives
- 44 Projects at High Voltage Software
- 20 Released Titles at High Voltage Software
- 60+ Toy & Product Concepts Created at Rehkemper I.D.
- Extensive Experience with Educational Products, Toys, Consumer Products, and Interactive Entertainment

GAME DESIGN EXPERTISE

- Game Systems Design
- Gameplay Mechanics
- World Building
- Character & Ability Design
- Vehicle & Combat Design
- Level & Mission Design
- Player Progression
- UI / UX Design
- Creative Direction
- Licensed Franchise Development
- Cross-Disciplinary Collaboration

TECHNICAL SKILLS

- Game Design
- Systems Design
- Progression Design
- Gameplay Mechanics
- Level Design
- Product Ideation
- Interactive Product Development
- Educational Product Design
- Toy & Invention Development
- Original IP Creation
- Pitch Development
- Visual Communication
- Game Design Documentation
- Product Pitch Development
- Creative Presentations
- Adobe Photoshop (Expert)
- Traditional Illustration
- Prototype Visualization
- Motion Capture Pipelines
- AI-Assisted Creative Workflows

PROFESSIONAL SUMMARY

Game Designer, Creative Developer, Product Designer, and Visual Thinker with 30+ years of experience creating gameplay systems, progression structures, educational products, toy concepts, licensed entertainment experiences, and original intellectual properties.

Contributed to 385+ professional projects, including more than 240 commercially released products spanning video games, toys, educational software, consumer electronics, interactive learning products, and licensed entertainment properties.

Known for combining game design, product ideation, systems thinking, and visual communication to help transform concepts into successful commercial products. Extensive experience collaborating with licensors, producers, engineers, artists, and writers throughout the entire development lifecycle.

EXPERIENCE

Concept Artist / Creative Contributor 2024–Present

WARGAMING

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

In addition to visual development responsibilities, contributed to event planning, thematic development, content ideation, and creative exploration supporting ongoing live-service initiatives.

- Participated in seasonal event concept development.
- Contributed ideas supporting live-service content planning.
- Collaborated across design, production, and art disciplines.
- Helped develop visual and thematic directions for licensed content initiatives.
- Supported event ideation for major seasonal experiences including Metal Fest, Monster Mash, and WinterFest.

Senior Artist / Game Designer / Creative Developer 2004–2024

CHEWY SOFTWARE

Senior multidisciplinary contributor responsible for gameplay design, systems design, educational design, product ideation, visual development, client collaboration, and original IP creation.

- Contributed to 313 professional projects and more than 190 released products.
- Participated in gameplay systems design, progression design, level design, puzzle design, educational curriculum integration, UI design, and monetization planning.
- Developed concepts for toys, educational products, consumer electronics, and interactive entertainment.
- Worked directly with licensors including Hasbro, Mattel, Disney, Nickelodeon, LeapFrog, Warner Bros., and Nintendo.
- Created numerous original concepts, product pitches, and franchise proposals.
- Contributed to educational software products serving millions of learners.
- Participated in invention development, prototype planning, and product innovation initiatives.

Artist / Designer 2001–2003

MIDWAY GAMES

Designer and creative contributor supporting gameplay ideation, feature development, visual planning, and production design across multiple AAA projects.

- Created and pitched the original Motor Kombat concept.
- Developed gameplay concepts and supporting documentation.
- Participated in feature ideation and prototype planning.
- Contributed gameplay and user interface concepts.
- Collaborated with multidisciplinary teams throughout production.

Product Designer / Inventor 2003

REHKEMPER I.D.

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

- Created more than 60 toy and product concepts in six months.
- Developed invention proposals and commercialization concepts.
- Created product pitches and presentation materials.
- Participated in toy ideation, innovation, and prototype development.
- Produced supporting materials for patent and licensing initiatives.

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)

Senior Artist / Game Designer 1995–2001

HIGH VOLTAGE SOFTWARE

Multidisciplinary game designer and creative contributor involved in gameplay systems, progression design, level design, feature development, documentation, and visual planning.

- Contributed to 44 projects and 20 shipped titles.
- Served as principal creative contributor on LEGO Racers.
- Designed progression systems, reward structures, gameplay loops, and player advancement mechanics.
- Developed race progression flow and unlock systems.
- Designed track layouts and gameplay experiences.
- Created gameplay documentation and implementation plans.
- Designed Rocket Racer and Veronica Voltage characters.
- Produced storyboards, track blueprints, and gameplay flow diagrams.
- Contributed to multiple licensed entertainment properties.
- Principal creative contributor responsible for significant portions of game design, progression systems, reward structures, vehicle customization concepts, track planning, character development, and overall player experience design.

SELECT HIGHLIGHTS

SELECTED EDUCATIONAL AND INTERACTIVE PRODUCTS

My Math Academy Series • Mastering Reading Series • Fisher-Price: I Can Play Piano • Fisher-Price: I Can Play Guitar • ClickStart: My First Computer • Mr. Pencil • Dora the Explorer • Disney Zippity Learning System • LeapSchool • iTykes Series • Leapfrog Creativity • Wilson X Football • Fisher-Price Smart Cycle • Leapfrog: Get Ready For Kindergarten • Paw Patrol: Alphabet Learning • Osmo: Reading Adventure • Dragon Keeper •

SELECTED ENTERTAINMENT PRODUCTS

LEGO Racers • Mortal Kombat: Deadly Alliance • World of Tanks: Modern Armor • Transformers: Beam Box • Disney Villains Challenge • Dreamlife • Hunter: The Reckoning • Chicago Bulls Jumbotron Entry Video • NBA Jams T.E. • NBA Ballers • Hasbro Live Series • Rocket Racers (Land Based Entertainment at LEGO Land) • Stitch: Experiment 626 • Star Trek: Starfleet Academy Starship Bridge Simulator • Stubbs the Zombie • Spongebob Squarepants: Clash of Triton • Big Hero 6: Baymax Blast • Designer's World • Ground Control: Dark Conspiracy • Blaze and the Monster Machines •

SELECTED CLIENTS AND COLLABORATORS

LEGO • Disney • Hasbro • Mattel • Atari • Sega • Nickelodeon • Warner Bros. • Microsoft • Ubi Soft • Sierra • Games Workshop • Interplay • Midway • MTV • Fisher-Price • Leapfrog • VTech • Cartoon Network • Pixar • Milton Bradley • Parker Bros. • MGA Entertainment • Marvel • ABC Mouse • Wilson • SpinMaster • Wargaming • Viacom • Amazon • TSR • Pop-Cap • Pogo • Wizards of the Coast • National Geographic • NBA • NCAA • MLB • NCAA • Paramount •

RECOGNITION & ACHIEVEMENTS

- LEGO Racers contributed to two Academy of Interactive Arts & Sciences award nominations and spawned both a videogame and toy franchise.
- 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.