PETE McLENNON

CONCEPT ARTIST · ILLUSTRATOR · DESIGNER

CONTACT

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CAREER HIGHLIGHTS

- 30+ Years Professional Experience
- 385+ Professional Projects
- 240+ Released Products
- 750+ World of Tanks Commander Illustrations
- 45+ 3D Commander Character Designs
- 25+ Vehicle & Tank Concepts
- AAA, Educational, Toy, and Licensed Entertainment Experience

CORE EXPERTISE

- Realistic Character Design
- Stylized Character Design
- Military Vehicle & Tank Design
- Science Fiction Visual Development
- Fantasy World Building
- Environment Design
- Children's Entertainment Properties
- Licensed Franchise Development
- Illustration & Key Art
- Storyboarding & Visual Storytelling

TECHNICAL SKILLS

- Concept Art
- Visual Development
- Character Design
- Vehicle Design
- Environment Design
- Adobe Photoshop (Expert)
- Illustration
- Key Art
- Storyboarding
- World Building
- Prop Design
- Creature Design
- UI Visual Design
- Production Art Pipelines
- Licensed Property Development
- Art Direction Support
- Design Production Pipelines
- UI / UX Mockups
- Autodesk Maya • 3ds Max • LightWave
- Motion Capture Pipelines
- Proprietary Studio Toolsets
- Midjourney • Leonardo AI • NanoBanana

PROFESSIONAL SUMMARY

Senior Concept Artist, Visual Development Artist, and Illustrator with 30+ years of professional experience creating characters, vehicles, environments, visual identities, and world-building content for AAA video games, licensed entertainment properties, educational products, toys, and live-service experiences.

Contributed to 385+ professional projects, including more than 240 commercially released products spanning major global brands and original intellectual properties. Recognized for exceptional versatility across visual styles ranging from stylized children's entertainment to realistic contemporary, military, science fiction, and fantasy settings.

Extensive experience collaborating with art directors, designers, producers, licensors, and development teams to establish visual direction, develop production-ready concepts, and create artwork supporting both game development and marketing initiatives.

EXPERIENCE

Concept Artist 2024–Present

WARGAMING

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

- Designed more than 45 in-game 3D Commander characters.
- Created over 25 vehicle and tank concepts.
- Produced more than 750 commander portrait illustrations.
- Developed character turnarounds, model sheets, costume variations, and production artwork.
- Created vehicle concepts, event visuals, UI assets, and promotional illustrations.
- Contributed to seasonal events including Metal Fest, Monster Mash, and WinterFest.
- Participated in theme exploration, event ideation, and visual direction development.

SELECTED LICENSED 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 / Visual Development Artist 2004–2024

CHEWY SOFTWARE

Senior visual development contributor responsible for concept creation, illustration, character design, environment development, pitch artwork, marketing visuals, product concepts, and licensed property development.

- Contributed artwork and visual development to 313 professional projects.
- Helped create and develop more than 190 released products.
- Produced concept art, illustrations, pitch materials, UI visuals, and promotional artwork.
- Collaborated directly with major licensors and brand owners.
- Created visual development materials for educational software, toys, consumer products, and interactive entertainment.
- Developed artwork supporting both original intellectual properties and established global brands.
- Contributed to numerous client presentations, product pitches, and franchise development initiatives.

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 PROJECTS

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

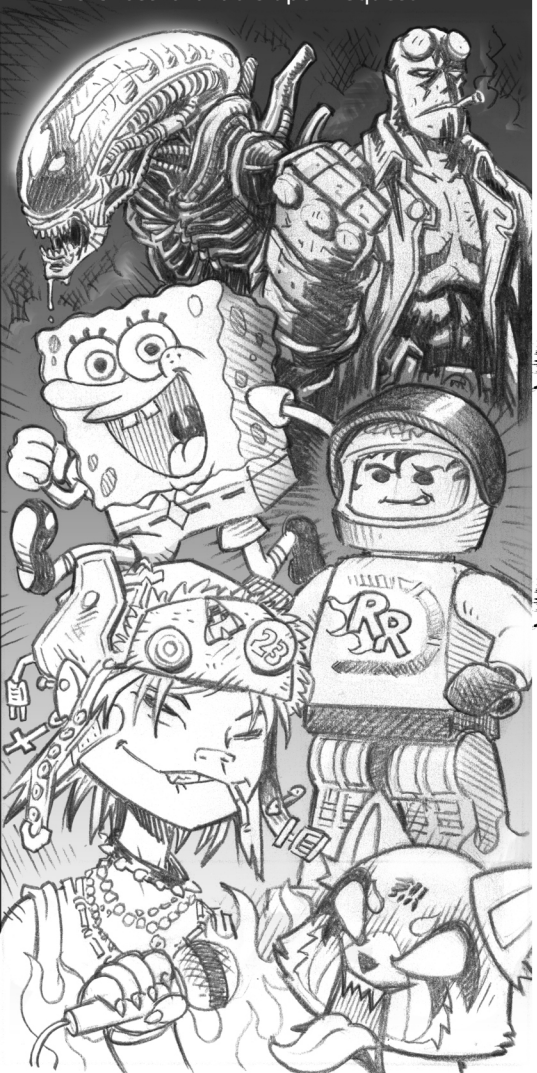
- Adaptable across multiple visual styles
- Self-directed and dependable
- Collaborative communicator
- Production-focused problem solver
- Strong attention to detail
- Fast to integrate feedback
- Organized and self-managing
- Thrives in both team and independent roles

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)

Artist / Concept Artist 2001–2003

MIDWAY GAMES

- Produced concept artwork supporting game environments, characters, and gameplay features.
- Created visual development materials for NBA Ballers and Psi-Ops: The Mindgate Conspiracy.
- Developed UI concepts and visual assets for multiple projects.
- Contributed animation support, particle effects, and technical art solutions.
- Created and pitched the original Motor Kombat concept.

SELECTED PROJECTS

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

Senior Artist 1995–2001

HIGH VOLTAGE SOFTWARE

- Contributed to 44 development projects and 20 shipped titles.
- Created concept art, character designs, environmental concepts, UI artwork, and visual development materials.
- Designed and illustrated Rocket Racer and Veronica Voltage mascots for LEGO Racers.
- Produced track blueprints, storyboards, cinematic concepts, and visual planning materials.
- Contributed artwork and design support across multiple licensed and original properties.

SELECTED PROJECTS

LEGO Racers • Hunter: The Reckoning • Paperboy 64 • Stitch: Experiment 626 • NBA Jams T.E. • Star Trek: Starfleet Academy Starship Bridge Simulator • Ground Control: Dark Conspiracy • Dungeons & Dragons Forgotten Realms: Raze • Chicago Bulls Entrance Video • NBA Hangtime

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.

EDUCATION

William Rainey Harper College
Art & Design Studies 1992–1995

Jefferson-Lewis BOCES
Commercial Art Vocational Program 1989–1991

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.