

# Mike Rayhawk

## Illustrator and Art Director for Toys and Games

Illustrator and art director with twenty years' experience within the LEGO Group and across the consumer goods and digital entertainment industries

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## EXPERIENCE

### The LEGO Group

#### Art Director of Illustration for U.S. Markets, LEGO Agency

2012 - 2017

Concepting, development, and selling-in of consumer-facing marketing and promotion. Illustration for packaging, trading cards, comics, and marketing assets for LEGO's novelty and licensed IPs, including LEGO Super Heroes, Ninjago, Star Wars, Bionicle, Jurassic World, Legends of Chima, and Friends.



### NetDevil Ltd.

#### Key Artist and Illustrator for LEGO Universe online game

2009 - 2011

Key and concept art for LEGO Universe and other NetDevil games, followed by marketing key visuals and promotional illustration following the game's launch in 2010.



### Spin Master Studios Inc.

#### Lead Artist for Tech Deck Live online game

2006 - 2009

Assembly of new art team and pipelines for digital games based on Spin Master toy properties. Concepting, pitching, and art directing new online and browser-based games. Modeling, texturing, and scripting for Shockwave games; vector art and scripting for Flash games. Translator between art and engineering teams.



### The LEGO Group

#### Concept Artist, Story Illustrator, and Product Development

2002 - 2006

Concept art and product development for LEGO toys, games, and product lines, including LEGO Minifigures, Architecture, Vikings, Exo-Force, Creator, and Knights Kingdom. Lead illustrator on LEGO Knights Kingdom 2004-2006, leading small teams producing illustration for children's books, trading cards, and comics.

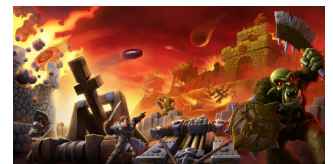


### Self-Employed

#### Freelance Concept Design and Illustration

1999 - Present

Concept design, visual development, and illustration for clients including LEGO Systems, Inc., The Jim Henson Company, TBWA/Chiat/Day, Scholastic Inc., ROBLOX Corporation, and Moose Games.



### BrikWars

#### Game Design, Illustration, and Community Development

1995 - Present

Design, production, and maintenance of the BrikWars tabletop game rulebooks and websites through six editions, and management of diverse and rambunctious player communities across five continents.



## EDUCATION

Art Center College of Design, Pasadena, CA

Bachelor of Fine Arts, With Honors: BFA Illustration

Cornell University, Ithaca, NY

Two years' study in Computer Science and Mathematics