

# Alayna Lemmer

## Illustrator

Alayna Lemmer | Art Director, Illustrator & Graphic Designer  
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- Career Summary** Widely published and self motivated art director, illustrator and concept artist whose work has been featured on board games, books, mobile games, card games and magazines distributed all over the world. Specializes in art painted in Photoshop and has extensive history designing in Illustrator and text layout in InDesign. Eight years experience as a freelance artist and four years experience as an art lead for a mobile video game company. Expert team player and team leader. Extensive experience with adapting files and formatting for printers.
- Education** **Milwaukee Institute of Art and Design**, Milwaukee, Wisconsin. Graduated magna cum laude in May 2008.  
Bachelor of Fine Arts with concentration in Illustration  
**Major GPA: 3.7/4.0**
- Work Experience** **Alderac Entertainment Group**, August 2016-present. **Art Director.**  
Art director, graphic designer and illustrator. Managed and commissioned twenty plus other artists. Created and established the look, world and feel for upcoming titles. Crafted custom illustrations to fit game boards, environments, characters, and more. Designed layout of game boards. Wrote, created illustrations for and formatted art style guide to establish look and feel for the game for freelancers to follow. Commissioned and wrote descriptions for game illustrations. Prep all files for print at printer. Scout new artistic talent and maintaining relations with current freelancers.
- Rio Grande Games**. September 2013-July 2016. **Art Director.**  
Sole illustrator and graphic designer for several board games with worldwide distribution. Established a general style guide for each game, ensuring a cohesive look between the design and illustration. Illustrated the game covers, hundreds of card illustrations with a wide variety of subject matter. Created card design, text formatting, templating and backsides. Designed box cover, backside and files for print. Concepted three dimensional wooden token & meeple designs. Designed game logos. Created all print-ready template files configured for print.  
Shipped games:
- **Temporum** (released in 2014)
  - **Elfenroads** (released in 10/2015)
  - **Alan's Adventureland** (released in 3/2016)
  - **Temporum Expansion** (release TBD 2016).

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## **PerBlue LLC.** September 2009-November 2013. **Lead Artist.**

Responsibilities included art direction and execution of PerBlue's mobile & social titles, including **Parallel Kingdom, Parallel Mafia & Greed for Glory**. Was tasked with hiring, leading and directing a team of artists. Concepted art and ideas for mobile games at all levels. Art assets ran the gamut from painting concepts of characters and environments, pixel artwork, animating 2D characters, creating banner ads and completing high resolution splash art. Worked on a team to establish look and feel of projects and marketing materials.

## **Freelance Illustrator.** May 2008-Present.

Crafted illustrations for board games, marketing material, trading card games, books, etc. Primary clients include Wizards of the Coast, Alderac Entertainment Group, Rio Grande Games, Fantasy Flight Games, Troll Lord Games, Atlas Games, Catalyst Games Lab, et al.

### Computer Experience

- Extremely proficient in Adobe CS Products: Photoshop, Illustrator, InDesign, Acrobat, Bridge.
- Experience in: 3D Studio Max, Unfold3d, Zbrush.
- Languages: HTML
- Applications: Dreamweaver, Microsoft Office, WordPerfect, Excel.

### Interests

Huge nerd for games, loves volleyball and animal training.

Favorite video games: Suikoden II & Borderlands 2

Favorite board games: Zombicide & Code Names

Favorite card games: Ascension and Magic the Gathering

Also has a level 9 halfling rogue, level 7 half-elf warlock, and a level 5 dwarf barbarian in 5E.