



Rasmus Buch Løgstrup

Senior Design Manager,
the LEGO Group

/BACKGROUND

- Joined the LEGO Group in July 2010 as Senior Industrial Designer in the Outbound Licensing team.
- Now working as Senior Design Manager, he develops concepts for new products, consult on external licensing partners to ensure the designs reflect the LEGO DNA. He is, as he describes it himself, in a constant process of defining how LEGO licensing products should evolve the brand and support the LEGO play experience.

Background:

2016 – today: Senior Design Manager, Licensing and Extended Line, working on larger partnerships such as the one with IKEA

2013 – 2016: Design Manager Specialist, Licensing and Extended Line

2010 -2013: Senior Designer, Outbound Licensing

2007 – 2010: Team lead & Senior Industrial Designer at 3PART a/s

2004 – 2007: Made By Makers, Partner

(1999 – 2004: Designit, model builder and intern

1998 – 2004: Master Degree in Industrial Design from Aarhus School of Architecture

Rasmus was born in 1975 in Kolding, Denmark and lives with his family, wife and two boys in Sdr. Bjert, Denmark.

He loves drawing, building things and he spends most of his time renovating his house and maintaining his garden. He recently bought an old wooden summer house on Fanø to continue his never ending renovation projects.