Will Thorogood

Vice President of Innovation, LEGO Creative Play Lab

Background:

Will is educated in Transport Design to Masters level, before joining the LEGO group in 2005 as a Junior Designer following an internship in 2003. During his career within the company, he has primarily worked within the product development area, specifically on Fantasy Playthemes - the themes with the dragons, spaceships, crystal eating rock monsters and other exciting play starters!

In 2016, Will moved out of our Playtheme business to establish the design team in a new organisation, the LEGO Creative Play Lab. The focus of this group is to build radically new, big & fun LEGO experiences that delight and inspire the builders of tomorrow.

- 2019 – present Vice President of Innovation, LEGO Creative Play Lab
- 2016 - 2019 Senior Innovation Director, LEGO Creative Play Lab
- 2013 - 2016 Senior Creative Director, 7+ Playthemes, LEGO Group
- 2011 - 2013 Design Director, 7+ Playthemes, LEGO Group
- 2010 – 2011 Senior Design Manager, Big Bang Playtheme, LEGO Group
- 2008 – 2010 Design Manager, Big Bang Playtheme, LEGO Group
- 2006 – 2008 Creative Lead, Space Playthemes, LEGO Group
- 2005 – 2006 Junior Designer, Playthemes, LEGO Group
- 2004 – 2005 Freelance motorbike designer

Will was born in the UK in 1982 and now lives in Vejle, Denmark with his two children

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