



Jonathan Taylor

Art,
Design
&
Direction

Skills

Planning and design
Sketch and concept art
3D modelling and rendering
Digital Sculpting
Video Editing and VFX
Game engine integration
Animation
Story boarding

Software proficiency

- Adobe Creative Suite, particularly
 - Photoshop,
 - Illustrator,
 - In Design,
 - After Effects
 - Premier
- Corel Painter
- 3DS Max
- Cinema 4D
- Maya
- ZBrush
- Unreal
- Unity
- Substance Suite

Contact and portfolio

Portfolio: jontaylorartwork.com
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Profile

Professional artist and designer since 1995. I created art for the games industry up until 2013, and have been designing for theme parks, FECs and immersive, interactive experiences since then. I also sideline as an illustrator, predominantly for the TTRPG market. I still love what I do!

Work Experience

Full-time positions

Seeper, London, UK
Senior Creative
May 2015 - October 2024

Echo Peak, Brighton, UK
Art Director
August 2012 - September 2013

Kuju/ Zoë Mode, Brighton, UK
Lead Artist
February 2005 - August 2012

Argonaut Games, London, UK
Senior/ Lead Artist
2002 - 2004

Rage Software, Sheffield/ Leeds, UK
Senior Artist
2000 - 2002

Gremlin Interactive/ Infogrames, Dewsbury/ Sheffield, UK
Artist
1995 - 2000

Major freelance projects

P.E.L. Creative, London, UK
Dreamplay FEC Riyadh
2024-2025
Washington Bible Museum
2014
Hub Zero - FEC concept and visualisation
2013

Pinnacle Entertainment Group, Arizona, US
Ongoing, regular illustration and concept for numerous titles
2013-2025

Online Blockchain IO, London, UK
Created a series of NFTS based around the Rocky Horror Show
2022-2023

Near Light, Brighton, UK
Concept and 360 video and game development for LEGO Vidiyo
2020-2021

Somo, London, UK
Concept, storyboard and exhibition design for various clients, including Goldman Sachs, Audi, Wall Street Journal, British Gas and Hive
2013-2015

Education

BA (Hons) Fine Art, Humberside University, Hull, UK
1990-1993

Referees

Paul Lanham

Founder and MD, P.E.L. Creative

Paul@pelcreative.co.uk

Ed Daly

MD Zoë Mode, Echo Peak, Seeper and The Chinese Room

Edaly@thechineseroom.co.uk

Featured Projects



Gangsta Granny: The Ride

Alton Towers, UK, 2019-2020

I headed up the art team that produced all the digital media for this attraction. I also produced storyboards and managed to convince Harper Collins to let me produce the hand-drawn artwork, staying close to the style of Tony Ross, that was used in the final media. Additionally, I worked out technical implementation for issues such as projection mapping and dynamic audience POV. [More info here...](#)



Gruffalo River Ride Adventure

Chessington World of Adventures, UK, 2019-2020

I oversaw the media content for this attraction, as well as designing the implementation within the specific areas. Additionally I was responsible for creating much of the final video content by reworking assets from Magic Light Pictures.

[More info here....](#)



Hub Zero

Dubai, UAE, 2013

Produced concept and visualisations for the general areas and specific themed attractions in the Hub Zero FEC. This was the first of my projects with P.E.L. Creative

[More info here....](#)



Treetop Adventure Golf

Birmingham, UK, 2021

Created during one of the Covid lock-downs, a severely reduced team meant to I got to handle all the creative aspects of this brief personally. Included a talking tree, and a larger-than-life undead flamingo actor. A few years later I also animate a vampire bat character. Very enjoyable

[More info here....](#)



Crush

PSP computer game, Zoë Mode, published 2007

Included because this always has a special place in my heart. An innovative puzzle game on the PSP, I was lead artist, but had a large hand in the design and concept, and personally produced a large number of hand-drawn panels for the narrative cut scenes.

[More info here....](#)



Kraang's Revenge: Drop Ride

Dream Island, Moscow, Russia, 2019-2020

Produced concurrently with Gangsta Granny, I lead the creative team working closely with Nickelodeon to create exceptional video content that tied into the action of the TMNT themed ride. Because this was done first I - inadvertently - ended up designing the ride itself. We also created a Dojo and games room, as well as q-line incidentals.

[More info here....](#)

This is a very small sample. Please check out jontaylorartwork.com for a more comprehensive array of work